HF 5826
.R6
Copy 1

Ready Made Advertisements

Price
$1.00

GEO. P. ROWELL & CO.

10 Spruce St., New York

THE LIBRARY OF CONGRESS
1800
Class HF5826
Book .R6
Copyright No.
COPYRIGHT DEPOSIT.

T ite

A s

do good
reading
and studying the productions and ideas of others. The man whose labor is of the mental sort cannot continue to draw ideas from his brain unless he keeps putting ideas into it by reading and observation. The business man or the advertisement writer who would evolve new ideas and infuse vigor into his work should read PRINTERS' INK. It is the leader among publications devoted to advertising, and has for its readers and writers some of the keenest business men in the country. It is a weekly paper giving the news, ideas and latest plans of successful merchants in the advertising world; tells of store management and modern retail methods. From its columns many lessons can be learned in the art of adwriting. It gives the reader an insight into everything related to advertising. Every issue is brimful of ideas and suggestions and you can secure its stimulating effects for the moderate price—$5.00 per year in advance. Sample copies 10 cents.

GEO. P. ROWELL & CO., Publishers,
10 Spruce Street,
New York City.

Ready Made Advertisements

THE LIBRARY
OF CONGRESS

NEW YORK.

GEORGE P. ROWELL & CO., Publishers.

1901.

Ready Made Advertisements

THE LIBRARY
OF CONGRESS

NEW YORK.

GEORGE P. ROWELL & CO., Publishers.

1901.

HF5826
.R6

THE LIBRARY OF
CONGRESS,
TWO COPIES RECEIVED
MAY. 22 1901
COPYRIGHT ENTRY
May 28, 1901
CLASS a XXc. No.
10297
COPY B.

ENTERED ACCORDING TO ACT OF CONGRESS, IN THE YEAR 1901, BY GEORGE P. ROWELL & CO.
IN THE OFFICE OF THE LIBRARIAN OF CONGRESS AT WASHINGTON.

PRINTERS' INK PRESS,
No. 10 Spruce Street, New York.

PREFACE.

During the past fifteen years there has been a great improvement in the methods of selling merchandise, both at wholesale and retail. Advertising methods have had a great deal to do with the advancement secured. To a more extended knowledge and use of advertising is due the fact that business success to-day is made in a few years, where formerly it required three-quarters of a lifetime.

Every aid that can be used in teaching the art of advertisement writing is worthy of attention; and it is with the purpose of helping merchants to improve and do better advertising, thereby securing more customers from their expenditures in this direction, that this book of "Ready-Made Advertisements" is published. It teaches better advertising by showing examples of good advertisement writing—announcements calculated to secure profitable results.

The advertisements used are reprinted from the pages of *Printers' Ink*, published by Geo. P. Rowell & Co., 10 Spruce Street, New York, and are in such shape that the merchant can use them just as given or adapt them to meet his own particular requirements.

The series embrace many different kinds of advertisements, and by a little judicious adaptation can be used to meet the needs of any business. They will be found particularly valuable to the seeker of ideas—to the man who fails to express himself in writing as he would like to—to the merchant who believes in advertising but is "too busy" to give the proper amount of attention to the preparation of advertisements.

For the adwriter who seeks ideas rather than complete advertisements the series will be found of frequent and perhaps ever increasing value. They indicate how another man has expressed his ideas, and this should be of value.

The short chapters which precede the advertisements while not telling anything brand new perhaps, epitomize in a measure the best current ideas on advertising methods.

CONTENTS.

Preface 1

Advertising 2

Selecting the paper 2

How to buy space 3

Advertisements 4

Writing advertisements 5

Typographical construction 6

Borders 8

Illustrations 8

Some Don'ts 9

Index 10

Ready-made advertisements 12

ADVERTISING.

Advertising is the method by which one attracts the attention of another to himself or his business or his goods with the view and result of securing his or her patronage.

There are numerous forms in which this can be done, from a sign over a store or shop, a business card, a letter head, a handbill, a street car card, a lithographed poster, to an announcement in a newspaper. In short, by using any marked object or token which can be understood by another.

In former years newspaper advertising consisted merely in publishing the name of the merchant, style of business and address. To-day the advertisers present well written descriptions of the goods for sale, with prices and convincing arguments which tell the public of the use and merits, all calculated to make the reader buy.

SELECTING THE PAPER.

The amount that a merchant can set aside for advertising at the beginning of his business life is generally small, and he is perforce obliged to go slow. So much can be learned by experience in going at a slow pace that even the inexperienced merchant who is fortunate in having a large capital will do well to adopt that same rule and go at the same pace.

The first thing to do is to select the newspaper that is read by the largest number of people that can be made customers. In almost every case it might logically be said that the paper to use is the one which is the best in the town.

If there are many papers the selection may appear difficult, in which case it would be best to listen to the story each paper tells, to ask questions of friends, of the people met, and to use one's eyes, thereby taking a mental and judicial vote when the answer will appear.

Ninety-nine times in a hundred it will be found that the best paper has the largest circulation and that it

sells its advertising space cheaper proportionately than the others.

Make it a firm resolve in the first year of your business to use only one paper, and that the best paper in your territory.

HOW TO BUY SPACE.

The best paper decided upon, go to its office and make a contract for as many inches or lines as nine-tenths of all your money for advertising will buy, at the yearly rates, with the condition that the space shall be used in one year's time, and with the privilege of using as much or as little advertising space in the paper as desired in any issue, advertisement to be changed each insertion.

By this method the space is secured at the lowest possible price, and the merchant is able to have his small announcements inserted at the same price per line, or inch, as his largest advertisement. Another advantage is, that eventually the bad habit of using the same quantity of space, day by day, or week by week, is abandoned, and the better plan is adopted of making the advertising conform in size to what one desires to say.

The one-tenth of your advertising money that you do not spend for advertising in the newspaper, use during the year for decorating your store window.

There will be a temptation to use other forms of advertising, perhaps an anxiety to splurge or to be as big as others in the town, by using all the papers, the sign-boards, programmes, etc., but, strange as it may appear at first sight, the man who confines himself to the best paper and only one will be better off at the end of the year, in money matters and in the amount of his business, than the other, and his standing will be stronger, too.

It will be wise for the merchant to observe this plan all through the first year, and even after that until thoroughly established in business. When that has been accomplished and more money is available

for newspaper advertising space, the second best paper and later the third may be used.

ADVERTISEMENTS.

There are several kinds of advertisements—the cheap store's announcement, the good store's well written argument, the refined store's newsy story and the plain, conservative statement of the ultra-fashionable store. Each has its usefulness and may be good advertising when it applies to the store advertised. Good advertising means always attracting favorable attention and convincing people you have for sale the sort of things or goods they want, and then in selling goods that prove the honesty of your advertising.

Every advertisement put out should be direct and easily understood.

There are two bad things in advertisement writing that never seem to die. One is the practice of very little wording with a lot of white space; the other is the advertisement with a good many words purporting to advertise everything in the store.

The first is bad because it indicates that space is cheap; that it can be wasted, and again that there is nothing worth saying this time. The second is bad because there are so many words all crowded and run together that the advertisement has no attractive power and the reader is repelled.

What is wanted is a complete advertisement of one line of goods to occupy just enough space to make it easy reading. Unless running a department store it is wise to advertise only one thing at a time. Where it is a department store, separate the things advertised by borders, so that in any event each article advertised is complete in itself. To illustrate the point: Say hats, shoes and shirts are sold. The hat advertisement should be complete in itself, likewise the shoes, likewise the shirts, so that if all were inserted the reader interested in shirts would get the whole story when he read what is said about them in one place, and not be obliged to read what is said about the hats and shoes too.

If it is not a department store, but a store which

handles some of the same sort of goods, advertise the hats one week, shoes the next, shirts the next, and so on. If a man is told of one thing at a time he will be likely to remember it. If told about six things all in one breath, all six will be quickly forgotten.

It often pays to appeal to a special class, going thoroughly into details about goods and prices, soliciting examination and comparison. Such advertising, backed with good values, may easily make the store headquarters for that class of trade.

No matter what you advertise—how little or how big—be honest.

WRITING ADVERTISEMENTS.

The plan for a good advertisement: Select the goods to be sold and write down in a rough sort of a way all the good things which can be said of them—their peculiarities and merits, with a slight description of their manufacture. When possible tell why the offering is made. This will result in a very long story, but everything that can be said of the article will be there. Take pen or pencil and mark out superfluous words—next the unnecessary sentences. Then rewrite all that has been written on a clean sheet of paper, careful to see that no sentences or parts are repeated, and that the facts follow one another in an easy and talkative manner.

Next read the advertisement to a friend, and without making any explanations find out what he thinks is offered for sale.

Don't worry how the advertisement sounds; be particular to have it read so that another will understand clearly and without thinking just what is meant. Originality is one of the last things to think about in writing advertisements. Good advertising is just talking about your goods with a view to selling them. To finish the advertisement, select a word or a sentence which is the foundation thought at the bottom of the advertisement—or use the name of the article itself as the heading.

Tell the selling price.

At the bottom of the advertisement give the name, street address, town, State.

Built up in this manner the advertisement will be in this shape:

Heading.
Description of goods.
Selling price.
Firm name.
Street address.
Town and State.

Always write the copy furnished the printer on one side of the paper only; punctuate, dot the i's and cross the t's.

This may seem a long way to do it—and it is—but it is the best way to get into the knack of writing advertisements and is good training. After a while the work will be easier, and some of the details can be done away with.

TYPOGRAPHICAL CONSTRUCTION.

The particular merchant will be repaid for all the attention he gives to typesetting. It is a matter that is generally left entirely to the newspaper, and while it receives some attention, the result many times is a disappointment.

It is a simple matter to select and indicate on the copy the kind of type to be used. Let the newspaper give you a proof or its booklet showing the different styles of type it has, select the types you like best and then mark your copy so that the printer will understand.

Be simple in your tastes, and try to keep yourself down to two kinds of type—a plain, easily read type such as 10-point—"long primer"—for the body of the advertisement, and a 3 or 4-line black-faced type, such as 18 or 24-point, for the display lines. Whenever it can be arranged confine yourself to two styles of type.

Those who want to study the type question closely

will find the following facts both interesting and instructive:

1	Point	12 to Pica
2	"	6 to Pica
3	"	4 to Pica
3½	"	Brilliant
4	"	3 to Pica
4½	"	Diamond
5	"	Pearl
5½	"	Agate
6	"	Nonpareil
7	"	Minion
8	"	Brevier
9	"	Bourgeois
10	"	Long Primer
11	"	Small Pica
12	"	2-line Nonpareil or Pica
14	"	2-line Minion or English
16	"	2-line Brevier or Columbian
18	"	3-line Nonpareil or Great Primer
20	"	2-line Long Primer or Paragon
24	"	4-line Nonpareil or Double Pica
30	"	5-line Nonpareil
36	"	6-line Nonpareil or Double Great Primer
42	"	7-line Nonpareil
48	"	8-line Nonpareil or 4-line Pica
60	"	10-line Nonpareil or 5-line Pica
72	"	12-line Nonpareil or 6-line Pica

Contrast of Size.—That is, types of various styles from agate up.

THIS IS AGATE.
THIS IS NONPAREIL.
THIS IS BREVIER.
THIS IS LONG PRIMER.

Contrast of Styles.—As roman, italic, antique, gothic, ornamental, scripts, etc.; also by the radical difference between capitals and lower case.

Contrast of Shade.—Roman type is light, while antique, gothic and titles are black in shade. By the skillful contrasting of these two distinct shades, the most violent contrasts are produced. Ornamental types occupy a middle position.

Contrast of Shape.—The plain form, condensed and expanded. The style of type used in one line should be in contrast to, yet in agreement with, the type in preceding and following lines.

BORDERS

offer an advertiser the chance of being different from others, and that is a distinct gain or claim to recognition by the readers of the paper. Look carefully at the advertisements in the paper used. If it is the general practice of the advertisers not to use borders, make it a maxim to have each and every one of your advertisements surrounded by a border, and in selecting your borders pursue the same course as you did in selecting types—indicate the border that shall be used and the manner of its arrangement on your copy.

If it is the practice of most advertisers in the paper to use borders, be different—leave out borders entirely and rely entirely on neat, plain type.

ILLUSTRATIONS

are permissible, but so often misused that it seems wise in a book like this to define the word, so that proper consideration will be given the matter. Besides, with the definition clearly in mind the solution of the question is easier.

ILLUSTRATE } To adorn; to ornament with pictures or figures.
ILLUSTRATION } To make clear, intelligible; to explain, to remove obscurity, especially by means of pictures—of figures, examples.

If the illustration you propose to use with your advertisement answers to the above definition and does illustrate your goods or gives point to your advertisement talk, use it—otherwise not.

SOME DON'TS.

Don't let anything creep into your ads that is likely to mislead your least intelligent reader.

Don't talk a whole lot.

Don't preach about your honesty.

Don't get an idea that people stop buying goods with the passing of holidays or seasons.

Don't sit down and wait for the coming of a busier season.

Don't get the idea that you will do just about so much business whether you advertise or not.

Don't try to be funny.

Don't get away from the business aspect of what you are talking about.

Don't omit your street address and town from your ads under any circumstances.

Don't worry too much about how your ads are going to sound; get right down to business and tell the things that need telling in a direct and convincing way.

Don't neglect your advertising because the weather is hot and people are leaving town—there are always some people who stay at home.

Don't make up your mind that it is going to be awfully dull between seasons, just because it was so last year.

INDEX.

Annual Sales, 67.
Apartments, 23.
Automobile Coats, 45.
Axes, 48, 75.

Baby Carriages, 14, 36.
Banks, 17, 54, 67.
Bathing Suits, 14, 62.
Baths, 58, 63.
Bath Accessories, 84.
Bed Bug Exterminators, 53.
Bed Coverings, 24, 44, 91.
Beer and Ale, 49, 57, 87, 88.
Beer Steins, 92.
Bicycles, 17, 30, 33, 37, 53, 57.
Bicycle Enameling, 79.
Bicycle Repairing, 79.
Blank Books, 25.
Blue Point Oysters, 18.
Books, 37, 38, 79.
Bowling Alleys, 13, 23, 70, 74, 83, 88, 92.
Boys' Clothing, 17, 20, 30, 50, 60.
Brokers, 17, 23, 34.
Brushes, 64, 74.
Butter, 19, 20, 43.
Business College, 48.
Building and Loan Association, 78.

Calendars, 47, 50.
Cameras, 23, 62, 88.
Card Cases, 67.
Carpet Sweepers, 75.
Carriages, 59, 82.
Caterers, 53, 70.
Chafing Dishes, 22, 68.
Chandeliers, 22.
China Closets, 63.
Cigars, 32, 50, 68, 83.
Clocks, 47.
Clothing, 17, 34, 39, 53, 58, 61, 73, 74, 75, 79, 83, 87, 91.
Coal, 18, 23, 24, 43, 45, 69, 70, 72, 82, 87.
Coffee, 16, 37, 45, 62, 72, 87, 92.
Confectionery, 30, 35, 45, 48, 50, 62.
Corn Sheller, 48.
Cream, 69.
Crockery, 14, 28, 48, 57.

Delicatessen, 80, 88.
Delivery Systems, 74.
Dentists, 52, 57, 69.
Diamonds, 22, 64, 70.
Dog Supplies, 38, 53, 57, 79, 89.
Dolls, 42.
Dress Goods, 29, 43, 45, 73, 85, 86.
Dressing Sacques, 80.
Dressmakers, 13.
Druggists, 22, 35, 64, 67, 72, 85, 89.
Dry Batteries, 78.
Dusters, 22.
Dyeing and Cleaning, 25, 58.

Electrical Goods, 23, 82.
Embroideries, 69, 78.

Fancy Goods, 69.
Filters, 77.
Fish, 15, 30, 37, 82.
Fishing Tackle, 29, 37, 38, 72, 84.
Food Choppers, 52.
Fruit Jar Fillers, 58.
Furniture, 28, 32, 37, 39, 58, 87, 88, 89, 91.
Furs, 59.

Gas Stoves, 62, 89.
Gift Goods, 65, 85.
Gloves, 24.
Golf Supplies, 28, 92.
Grain, 83.
Grates, 82.
Grills, 23.
Groceries, 19, 70, 76, 83.

Hammocks, 85, 90.
Handkerchiefs, 75.
Harness, 28.
Hats, 17, 37, 43, 52, 66, 75, 90.
Hat Cleaning, 24.
Heading, 60.
Horse Blankets, 77.
Horseshoer, 37, 83.
Hosiery, 40, 43.
Housecleaning, 14.
Hunters' Goods, 52.

Ice Cream, 15, 43.
Insurance, 12, 34, 70, 83.
Introductory Talks, 29, 40, 42, 55, 79, 84.
Inventory Sales, 25, 49.

Jellies, 52.
Jewelry, 35, 68, 70, 74, 82.

Kindling Wood, 48.

Lace Curtains, 65.
Laces, 23.
Ladies' Tailor, 39.
Lamps and Lamp Goods, 43, 55.
Laundries, 12, 37, 38.
Laundry Bags, 15.
Lawn Mowers, 28, 62, 84.
Linens, 28, 38.
Livery Stables, 53, 58, 68, 72.
Lumber, 34.

Mackintoshes and Rain Coats, 12, 50, 52, 55.
Malt Extract, 77.
Maple Syrup, 18.
Matting, 64.
Mattresses, 70, 73, 84.
Meat, 22, 88.
Medicines, 13, 35, 73, 72, 22, 47, 90, 91, 29, 30, 80, 32, 44, 47, 56, 60, 80, 62, 54.
Mens's Furnishings, 19, 33, 28, 53, 68, 60, 80.
Millinery, 13, 14, 18, 34.
Mirrors, 74.
Monuments, 60.
Musical Instruction, 91.
Musical Instruments, 22, 50, 53, 54, 64, 89.

Newsdealers, 59.
Nightgowns, 44.
Nuts, 63.

Oil and Gasoline, 19.
Oil Heaters, 24, 27, 65.
Oil Stoves, 20.
Opticians and Optical Goods, 47, 77, 12, 31, 54, 85, 89, 90, 92.
Overalls, 67.
Overcoats, 27, 30, 43, 63, 91.

Painters and Paint, 35, 47, 54.
Paper Hanging, 13, 19, 39, 80.
Perfumes, 23, 91.
Petticoats, 60, 82.
Photography, 22, 47, 74, 90, 92.
Pianos, 39, 48, 54, 57, 68, 84.
Picture Frames, 45, 67.
Plumbers, 33, 34.
Pocket Knives, 82.
Printers, 53, 59.
Public Market News, 18.

Real Estate, 30, 32, 46, 64, 90.
Reefers, Golf Capes and Jackets, 42, 59.
Refrigerators, 20.
Restaurants, 33, 59, 75, 77, 82, 87.
Rubber Boots, 77, 83.
Rugs and Carpets, 13, 38, 52, 65, 68, 73.

Safe Deposit Vaults, 80.
Sauer Kraut, 19, 49.
Screens, 80.
Sheets and Pillow Cases, 27.
Shirts, 12, 14, 25, 33, 35, 41, 55, 60, 70, 72, 73.
Shoes, 15, 18, 22, 27, 32, 40, 46, 54, 60, 62, 63, 65, 80, 81, 84, 85.
Shot Guns, 21, 89.
Silk Petticoats, 29.
Silks, 40, 50, 58, 62.
Skates, 33.
Sleighs, 77.
Soap, 40, 15.
Soda Water, 20, 28.
Stationery, 59.
Stoves and Stove Repairing, 14, 27, 44, 69, 71, 73.
Street Car Outings, 88.
Suits and Skirts, 15, 51.
Suspenders, 42.
Sweaters, 42, 78.

Tailor, 65.
Teas, 33, 49.
Tomatoes, 12, 20, 90.
Toys, 42, 74.
Traveling Bags, 64.
Trousers, 14, 79, 87.
Trunks, 54, 73.

Umbrellas, 83.
Underwear, 44, 45, 78, 88, 87.

Vegetables, 17.

Wash Goods, 90.
Watches and Watch Repairing, 12, 26, 33, 29, 45, 75, 78, 92.
Weather Strips, 49.
White Goods, 69.
Wines and Liquors, 63, 64.
Witch Hazel, 84.
Wrappers, 57, 79.
Wringers, 75.

Zinc and Oil Cloth, 18.

It Depends Upon the Sowing

IN advertising, as in agriculture, there is a seed time, a hoe time and a grow time before the harvest. The hoe and grow time correspond to the careful attention given the advertisement after its insertion, checking the insertions, auditing the bills, and keeping an eye on the many little details. The harvest depends upon the sowing. No matter how good the seed, if the field is not fertile, the harvest will not be satisfactory. Weeding out the unprofitable and selecting the profitable mediums is a difficult matter for the unassisted advertiser. He needs the services of a well equipped agency. We believe that every day, through us, advertisers have better and more numerous facilities for getting the very most for their money, due in a large measure to our alertness, our knowledge of what value really is, and our acquaintance with mediums. We select mediums which to our knowledge will bring the best results. We plan, write, illustrate, print and place advertising matter of all kinds. Price, of course,. is a consideration—our price is right. All correspondence cheerfully and promptly answered.

If you are a local merchant and have some specialty that you wish to advertise generally send us full particulars and sample of the goods, together with your check for one hundred dollars. For this sum we will write and place an advertisement in a number of papers calculated to bring you good returns on the investment. The hundred dollars will cover all charges.

GEORGE P. ROWELL ADVERTISING AGENCY

10 Spruce Street, New York

READY-MADE ADVERTISEMENTS.

Comprehensive.

Oxblood and Electric Blue

will be the most popular colors in negligee and semi-dress shirts this year—no doubt of that.

In shirts our line simply covers the field—the whole field.

All men can be suited—as to color, as to cut, as to length of bosom, as to length of sleeve, as to fabric, as to price.

Collars attached, collars detached.

Cuffs attached, cuffs detached.

Fifty cents, seventy-five cents, one hundred cents, one-fifty, and all up to the Hartwell standard of excellence—or your money back.

Just in Time for April Showers.

Rain Coats.

If you want style, warmth and comfort on a rainy day you ought to have one of our handsome Rain Coats.

They look and feel like an all wool coat—but, unlike a wool coat—they won't take water.

But come and see for yourself—the coats can tell their own story better than we can.

Good Tomato Talk.

Canned Tomatoes Solid Packed, Ripe and Red.

These Tomatoes at $1.10 a dozen cans are exactly what the heading says they are.

Cans that contain 2-3 liquid and a few half-green Tomatoes are never sold here at any price.

We always insist on and always get first quality in everything. We are mighty hard people to suit, but the harder it is to suit us, the easier it is to please you.

There's just about 100 dozen of these Tomatoes, not nearly enough for all of you. So get your order in quick.

A Good Laundry Ad.

Going to have company? Better let us do the family wash for four cents a pound. We wash and iron bed and table linen for 25 cents a dozen.

Life Insurance.

Your Beneficiary

Will be saved from all trouble and worry if you insure in a responsible company. Our responsibility has passed the "stage of doubt." Paying the claims of the insured in a prompt and satisfactory manner has been our motto for thirty-four years—it is to-day.

Some Good Points, Well Taken.

Old Watches Made New.

Practically speaking, after we have overhauled your watch, it's a new watch, with the additional fact of its having had more experience in time keeping than the one fresh from the makers.

But we don't resort to patching parts that should be renewed.

We have the most complete stock of watch parts in town to draw from, and we draw from it.

So we repeat, the watch we fix is practically a new watch when we're through with it.

No watch shop can do better work and none will do it more reasonably.

For Eyeglasses.

Yes or No.

If you need glasses after our critical examination of your eyes we'll say so; and we'll say no just as quick if you don't.

There are a good many people deciding the question for themselves, though, and that's dangerous.

The critical examination costs nothing, but it's worth a great deal to you.

Any one can afford to wear our good glasses. The best lenses, fitted to our frames after careful test are only $1.

Excellent Argument.

We'll Do the Work While You Are Away!

There are many changes to be made in your home between now and cold weather, no doubt. If you let the matter rest until you return from your outing you'll have the workmen, the rubbish and the discomfort to contend with. If you let us do the work during your absence, you'll come home to a house all in order and readiness.

Come and make your plans now and let us attend to the details. We'll do it conscientiously—and satisfactorily—whether it's the re-upholstering of furniture, laying of carpets, decorating the ceilings, papering the walls, or hanging of draperies. What do you say?

Straight Talk.

Is Your Stove Out of Kilter?

Send us word; we'll come right up and repair it. We keep in stock the various parts of about every make of stoves sold hereabouts, so we can remedy stove troubles in the briefest possible time.

No exorbitant charges.

It seems silly to tell of price reductions in this indefinite way. Print the prices —old and new.

Baby Carriages.

Prices go down all along the baby carriage line.

We've got more than we want and we prefer that you take them at a big price reduction to keeping them here.

They're the well-known Heywood and Wakefield kind—the sort that are well and strongly built and beautifully upholstered.

This is your opportunity to save money.

Another Good Argument.

Bathing Suits—

Men's and Women's.

Friends, bathers and swimmers, don't hire a water suit. It's bad form—you wouldn't wear another's clothes at home—we mean a stranger's.

Wherever you go by the sea take your own Swimming Suit. They're cheap.

Men's Suits of Jersey Cloth—plain colors—fancy colored edges —2 pieces—$3.50 to $7 a suit.

Women's suits of serge, mohair and flannel — regular style, collar and shield, trimmed—$3.75 to $12.

Good All the Way Through.

Cottage Crockery

doesn't have to be the expensive kind. Stout cheap ware is just as serviceable and far more economical. When you plan your trip to camp or cottage, come to us for the needed wares in the crockery line. We have a bounteous stock to select from—and modest prices deck the tags throughout. Here's a sample of the pricing: Dinner Set of 112 pieces, only $6.75.

Good Argument.

August Trousers Sale.

Just when most needed, when the coat and vest are good and trousers begin to look "shabby"—"Our Make Trousers,"—that is, no cotton-mixed goods among them—fine worsteds, cheviots, cassimeres, serges and striped flannels—all reduced.

$6.00 Trousers now reduced to $4.00.

$5.00 Trousers now reduced to $3.50.

$4.50 Trousers now reduced to $3.00.

$3.50 Trousers now reduced to $2.50.

$2.50 Trousers now reduced to $1.50.

For Fall Millinery.

Untrimmed Hats.

You can take your first glimpse of felt hats for the early fall today.

It's rather early to predict styles for the fall, but these will show the trend.

About a dozen different styles, black, pearl and castor.

If you're going to the mountains, you'll need one.

You can easily trim it yourself or let us do it for you. And it will be just the right thing when you come back.

Black, $1.50.

Castor and Pearl, $1.75.

Then there are some handsome black felt and chenile silk braid hats that will need but very little trimming. $4 and $5.

Good for Other Lines.

Do You Wonder That We're Busy?

How could we be otherwise when we are giving you a choice of our finest $1 and $1.50 Negligee Shirts for 50c.

But that's only a starter.

We're selling the regular 15c Silk Wash Ties at 3 for 25c; the 50c Balbriggan Underwear at 35c and the $1.50 Duck Trousers at $1.

We have nothing old or shopworn to work off—remember that.

Sometimes the Price Makes an Attractive Headline.

At Forty-seven Cents.

We shall offer several big lots of both White and Colored Waists at the same wonderful cutting of prices—not a small lot just to give the impression of price cheapness, but full, big assortments, in all sizes from 32 up to 46.

The lot includes five different styles in White Lawn Waists, some with pleatings and tucks, edged wtth fine Val. lace; others with several rows of Hamburg insertion; others still with plain pleatings, soft and laundered cuffs; all the very latest styles. Former regular prices run 98c, $1 and $1.25. Monday, choice at 47 cents each.

Brief and to the Point.

Silk Waist Savings.

Savings that vary in amount from $2.50 to 75c on each garment Not one of the prices cut because the waist was undesirable —they are all well chosen, well fashioned and well made and finished. The present prices are from $3.25 to $10, reduced from prices that ranged from $4 to $12.50.

For Soaps.

To Better Your Bath,

use better Toilet Soaps. We sell the very best Toilet Soaps that are made in all the world. Lots of them come from abroad; all of them come from soap manufactories of very highest standing. We take care to sell only pure, wholesome soaps—soaps that soothe and smooth the skin and make it healthy. Here are some popular kinds and prices:

For Ice Cream. Some Suggestions That Ought to "Sell Goods."

With red raspberries, sliced peaches or blackberries serve a slice of vanilla ice cream, 40 cents per quart. For the family dinner order a quart of Neapolitan cream, which gives you the choice of hree flavors of cream and one of ice, 50 cents per quart, $1.75 per gallon. For your picnic or an afternoon at the park, take a brick of cream in a patent packer. We will cut it into slices, and wrap each slice in wax paper. Price, 50 cents per quart. For an extremely hot day order a cooling fruit ice. 40 cents per quart. For all social events where frozen dainties are served, call at or phone.

Shoes.

It's Up to You.

We make the reduction, you must take advantage of it—short and to the point, it's this—any $5 pair of shoes in the house $3.50.

A Good Preface for Some Persuading Prices.

Some Suit and Skirt Savings.

Savings of a third or a quarter of our regular low prices—real savings that should prompt you to come quickly. Probably we bought too many for sure selling at full prices, but we bought with the intention of maintaining the reputation of the Suit Department as being the best place to buy good garments at low prices; and we're sure we have broadened that good reputation beyond all past season's limitations, for we've never before had such selling.

Lots of good choosings. Judge of the savings by these items.

Tells Something, Then Stops.

Nice, Fat, Juicy Mackerel, 10 Cents.

We've been selling this Salt Mackerel for some time.

And we've had wonderfully good success with it.

It is every bit as good as the bloaters.

Now we've a new lot that has just come in.

Ought to Sell Wine.

It's Twelve Years Old,

clear and fine, is this home-made grape wine we're selling. It is made right. Convalescents and people who need a medicinal wine will find this of ours to contain nutritive qualities that will be just what they need. Those whose stomachs are weak can take it without fear, as it strengthens and never distresses.

People Are Glad to be Told of Such Little Conveniences as This.

A Handy Laundry Bag.

These bags are made of heavy canvas; top of each bag made with a buckle and strap; also metal holder in which to insert your card. They are all that the name implies—a handy laundry bag. Different styles and finishings. Prices 50c to $2.

START THE DAY RIGHT

and everything will go smoothly.

The proper way is to start with a steaming cup of our Purity Java and Mocha Coffee. This coffee is selected by coffee experts for its superior drinking qualities and roasted by the most perfect process known to man. 38c. a lb.

This ad is selected from among those which have appeared in Printers' Ink. It is shown here to give an idea of the effects secured by good display.

Boy's Clothing.

Little Men's Mannish Things.

To be sure, it was years ago, but you don't have to think very hard to remember it all.

.That first shirt, with cuffs and collar and suspenders and scarf, just like your father's.

Felt proud, grown-up and manly, didn't you?

All of these mannish Furnishings are here for little Gentlemen—everything for all times.

Shirt Waists, too, more, perhaps, than you've ever seen, 85c to $1.25.

For a Bank.

The Bank with More than a Million Dollars Behind It.

There's many a time you'd save yourself a dollar if the loose change wasn't so handy. You could easily do without what you spend the dollars for—

A bank account and a check book is a safeguard.

Bicycle Talk.

"The Man with the Wheel"

Is a contented cyclist if his wheel is selected from our limitless assortment of thoroughly reliable makes. Here are the ones on which you can rely for pleasure and safety, whether 'roughing it" through heavy roads, coasting through hilly country, or spinning easily along on the asphalt or macadam.

We'd much rather sell bicycles that we know to be reliable (even though our profit may be less in some instances) than those which we could not stand back of.

These wheels bear well-earned reputations:

Ought to be Followed by a List, with Prices.

Green Vegetables

Are received fresh every day at our store and they are of the best sort it is possible to buy. It isn't necessary to pass our store in order to get the latest gardener's produce. It is here first of all.

Can Be Taken In Almost at a Glance.

Rubber Boots.

Here's just the weather for them, and our under-the-usual prices fit right into your need.

Boys Short Boots, $2 and $2.50.

Boys' Storm Kings, $3.25.

Misses' Boots, $1.50 and $1.75.

Ladies' Boots, $2.

Men's Boots, $3 and $3.50.

A Good One for a Broker.

No Excuses

Here for failure to obey your order to buy or sell at a certain price. If the stock goes there—and goes there only once,mind you—the order is executed. There's no ifs nor ands about it; you get your trade at the price named, and you get it every time. And the best part of it all is we make immediate settlement when orders are closed, no waiting or delay.

That's the kind of service we furnish, to-day, to-morrow and every day.

For Men's Millinery.

Derby Soft Hats.

Men can save money on their headgear this summer by buying from us. This season's hats are neat and handsome. Shaped after the most popular blocks.

We buy in case lots direct from the factory, save you all the middlemen's profits, and charge you nothing for the label inside.

No hat store prices or method about our hat business.

We furnish you the style and quality at a saving of from 50c to $2 on a hat.

A Credit Proposition.

Common Sense Reasoning.

If you want a suit, your wife a skirt, a jacket or a waist, and you can't get the money together until the season is about over, would it not be wise and better economy to buy of us on the strength of your future earnings and pay a little each week? We are in business for the very purpose of trusting you and we do it cheerfully and without a penny of additional cost.

This is Good.

About Our Comfort Shoes for Women.

They're the greatest blessing ever invented for the woman who is on her feet all day.

They soothe and comfort tired, aching feet till they feel more like feathers than lead. They care for every tender spot, support firmly, squeeze nowhere.

Uppers—soft, velvety kid.
Soles—ample, easy, smooth.
Toes—roomy, comfortable.
Heels—low, broad, flat.
According to quality—
$1.50 $2.00, $2.50.

They're a very paradise of rest for weary feet; and a paradise of economy for weary purses.

A "Warm" One for Coal.

A Black Subject.

Incidentally to our coal business we sell hay, grain, flour and feed, but we like to talk on the coal question, because at this time, when winter's chilly blasts are almost due, the subject has a warm place in the hearts of the multitude. Then, too, there's another reason—the price at which we are selling tne highest grade of Lehigh Coal, $5.50, delivered, causes consternation in the camp of the enemy—the high price dealers. Good clean coal, honest weight.

Millinery.

Trimmed Hats at $5 and $10.

We have put a style and excellence into $5 and $10 hats that is new—and decidedly interesting. It isn't a reaching after something, but a decided accomplishment. The materials are intrinsically good—we believe it best to always be sure of that. The mere selling of a something is out of our line—you who buy must be satisfied. You shall be.

No matter what the need—for a street hat or evening hat; for black or colors—the hats are ready. Choose.

A word of the Evening Hats at $10—of spangled jet, with bows, short plumes, buckle or ornament; maybe a bunch of tulle. Or, with scarf or stitched taffeta handkerchief for band; maybe an Alsatian bow.

For Zinc and Oil Cloth.

Look Under the Stove

before you come down street the next time and see if you do not need some oil cloth, zinc or linoleum. We have oil cloth of all kinds and in all widths from one to two yards and in patterns from a yard square up. Linoleum in the same sizes.

Zinc to match for the parlor, sitting room or kitchen stove.

A Market that Isn't Afraid to Quote Prices.

Public Market News.

Take advantage of your opportunities. If you are not buying meats and groceries at the public market you are losing money every day.

Come to-morrow and let us demonstrate to you the accuracy of this statement. Here are some beyond competition prices.

Roast pork, 8c pound.
Fresh made sausage, 8c pound.
Round steak, 10c pound.
Sirloin steak, 15c pound.
Shoulder Steak, 10c pound.
Short Steak, 16c, 20, 25c pound.
Roast beef, 16c pound.
City dressed fowl, 16c pound.
City dressed chickens, 16c pound.
Sugar cured ham, 12c pound.
Sugar cured bacon, 10c pound.

Special sale of groceries all this week. 20 pounds granulated sugar $1.00.

Now for Griddle Cakes.

New Maple Syrup, Fayette County, in full gallons, $1.00. Maple Sugar in small cakes, 15c pound.

A Market Ad.

Blue Point Oysters.

The Blue Point Oyster is the aristocrat of oysterdom.

Blue Point Oysters are considered the finest flavored oyster in the world.

Every oyster epicure will be glad to know that we have the genuine Blue Point Oysters from the south shore of Long Island, and that we are selling them for 50c a quart, solid meats.

It Pays To Be Accommodating.

Oil and Gasoline

Delivered to your door daily at the regular prices. Our quality is of the best. We furnish you with a card, and when displayed, we will stop and fill your can. We will also lend you a good can.

A Good Place to Buy Butter.

Butter.

Ever notice the way we keep butter?

Separate boxes, every one connected with cold storage plant.

There isn't another cold storage butter box in Hartford, or in Connecticut for that matter.

The cold storage system keeps butter uncontaminated and as sweet as the day it left the creamery.

Best Elgin Creamery Print —The famous Illinois prize butter, the genuine article, 28c lb.

Four Leaf Clover—A pure, sweet creamery print, 25c lb.

Fancy Vermont Creamery —Many excellent people prefer this butter, 25c lb, 33 pound tub 24c lb.

Fancy York State—Nice creamery butter from the tub 22c lb, in 10 pound lots 21c.

Good Ad for Grocery Bargains.

Like Finding Money.

Monday and Tuesday the time, the public market the place.

Just three little specials to prevail upon you to open your purse at the Grocery Counter.

TOMATOES—

1,000 cans of nice Maryland Tomatoes—nice, solid, meaty fellows, sold everywhere for 10 and 12c.; at this sale 8c. a can; a dozen 90c.

CORN—

The Franklin brand of corn is well known and needs little praise, it is sweet and nice, grown in New York State and sells on its merits everywhere at 10 and 12c. To-morrow and Tuesday our price 8c. can; 90c. dozen.

PEAS—

Here's a nice, tender, early June pea that gives excellent satisfaction. It's a Delaware pea and we always retail it at 10c., but at this sale it goes the same as the others, 8c. a can; 90c. dozen.

Good Story, Well Told.

Correct Cravats

at Leland's. Cravats that are sturdy in silk honesty, true in tone, and made to stand the pulling and punching all cravats are bound to get. White, dark, or brilliant in color; striped, figured, dotted or plain. Some ready tied, others ready for you to tie. Ties that reveal in fold and wrinkle their true silk worth.

Put in all of yesterday among the neckwear makers and haberdashers of New York, and now have on display for your choosing the very latest creations. Bushels of new ones. I offer you at 50 cents ties that are selling in the metropolis at 75c. and $1. while my $1 ties are retailing there at $1.50. It's so all down the line. Had good luck and you can share it with me.

Dressy Ascots, 25c., 50c., 75c.

English Squares, 50c., 75c., $1.

Tecks, 25c. and 50c.

Lorraine Puffs, 50c., 75c., $1.

Batwings and all the known fashionable fads and fancies.

Paperhanging.

Women's Eyes

are the severest judges a paper-hanger has. They'll find a "slight" if it's hidden between the paper and the wall. Our paper-hangers never slight their work; they do more than to perfectly please our patrons. They go so far as to try to perfectly please our patrons' friends. That is what brings us new contracts—that is why we are always busy—that is why every job we do is an advertisement for us. A satisfied patron cannot help talking about it. Let us talk to you about that job you contemplate having done.

Who Wouldn't Eat Sauerkraut After Reading This?

Good Sauer Kraut

There is a time in every man's life which, if taken at the promptings of the stomach, leads to sauer kraut.

We are making sauer kraut this week—making it of the whitest, crispest, cleanest cabbages to be procured.

When your appetite for sauer kraut matures, come here.

Eloquent.

Butter Oration.

Tell everybody about this Butter, because it's worth telling about.

It is the same kind of butter we have sold so many thousand pounds of this year for 25 cents a pound.

If you were lucky enough to buy it, you know what it is.

You know it's pure—and sweet—and wholesome.

You know it is made by people who know how to make good Butter.

If you don't know about this Butter, just take our word for it—it is the best Butter proposition in all Connecticut to-day.

If you don't find this Butter all right in every respect, we say to you, bring it back, you can have your money back. 20 cents a pound.

Tomato Talk.

Most people like tomatoes, some do not.

It is the ones who do that we want to talk to to-day.

We want to tell them that we are going to have a special sale of tomatoes to-morrow.

We are going to sell half a carload of nice ones.

These tomatoes were raised in Maryland and packed by John L. Cullen of Bradshaw—the name itself is a guarantee of goodness.

You'll find every can filled with good, solid, meaty tomatoes—nothing wrong about one of them.

These tomatoes never sell for less than 10 cents and oftener 12 cents a can.

To-morrow our price for this special sale will be 8 cents a can; 90 cents a dozen.

Very Good.

A Clear and Active Brain

is much to the man or woman who would achieve success in the battle of life. Depression, nervous exhaustion, or whatever you choose to call it, has no place in the make-up of the person who will take Simon's Brain and Nerve Tonic. The first dose generally bumps Mr. Depression good and hard, and by the time you have followed the treatment for a short period Depression has sought freedom, and your mind is clear, your eye bright, and your whole system restored to normal good health. "Richard is himself again."

Fifty cents a bottle, and guaranteed by the maker.

Refrigerators.

Keep Your Food Healthy

by keeping it cool. Here are the new Baldwin refrigerators, built as sanitary experts decree, that are perfect models of their kind. They are all "roomy" affairs; have ample food and ice compartments; are made so as to maintain free air circulation throughout; and can be easily kept clean. They're economical refrigerators, too; give the maximum of chill from the minimum of ice. And they're not expensive. Ready to show any time.

Seasonable.

Boys' Washable Clothing.

Neat, durable, inexpensive. You need no word of admonition from us that it's time to procure cooler clothing for the little fellows. But this announcement as to our preparedness in the matter of warm weather wear may be helpful. We've been diligently at work for months in getting together this splendid assortment. Prices have been made just as little as might be for goods such as we know must be satisfactory to the most critical.

Very Business-Like.

Soda Success.

Soda success is earned by attention to detail.

We have built up a good Soda trade by looking after our Soda business.

We see that the syrups are properly made.

We see that there is enough to make it palatable.

We see that everything is kept clean.

All our fruit syrups are made from fresh fruit.

All flavors with Ice Cream, 5 cents

A Good One for an Oil Stove.

Your Wife.

'Spose you were she, and that you had to work early and late beside a big hot fire in the kitchen range; wouldn't swinging a scythe in a summer's sun be cool work by comparison?

Dangler Blue-Flame Oil Stoves Keep Kitchens cool. They do all the work of the best coal ranges and do it better at less cost.

Two, three and four burners, with oven or without ovens.

Using a coal stove or buying any other than the Dangler means a money loss for you, and loss of comfort for her—that's more than money.

Aim Straight for Us

when you want a good shot gun that you can depend upon. We have now a goodly stock and your kind is here, for we have all kinds—single barrel, double barrel and Winchester. Before you start on your shooting trip come here for shells.

This ad is selected from among those which have appeared in Printers' Ink. It is shown here to give an idea of the effects secured by good display.

Poor Headline; Good Idea.

Ladies Want to Buy

Goods in a drug store which they prefer to buy of a saleswoman. Desiring to please my patrons in every way, I have placed a saleswoman in my Main street store to attend to lady customers.

Photography.

No Fault Finding

after you receive your photographs from this studio.

"Perfect satisfaction" means a whole lot in the business of art photography, but we believe we have reached that point or as near it as possible to get.

Ask your friends who have had our photographs how they like them.

A Good Way To Sell Phonographs.

Our New Phonograph Parlor.

Down in our basement we have fitted up a room, very cosily and comfortably, for a Phonograph Parlor. This room isn't large, but it holds the biggest stock of Phonographs, Graphophones, Records, Horns and supplies in town. There's a young lady down there who is employed for the special purpose of showing machines and playing records, and everybody who is at all interested is invited to listen to the best reproductions of the best vocal and instrumental music that has ever been rendered.

No caller need feel under obligations to buy a single, solitary cent's worth of anything. Ladies are especially invited.

Making Good Use of the War.

There's Reason for the Diamond Advance

Because fine and perfect stones are becoming scarce—they are finding fewer of them—and now that there is war in South Africa, the home of all producing mines, still higher prices are an absolute certainty. Even under these circumstances we are able to sell diamonds at the old prices.

Chandeliers.

The Central Point

in your home furnishing is the Chandelier—

Most prominent feature of a room—

You can't afford to have a flimsy, inharmonious fixture when the other kind is so easy to get at.

A Little Too Indefinite For A Good Guarantee.

We Stand Back of Our Shoes.

If an unworthy pair finds place in our stock, it's not your fault and not your loss. Our shoes are made in such a way, from such stock, that there's no excuse for anything but entire satisfaction. We seldom have a complaint and never a dissatisfaction; we don't do business that way. Our shoes are fashionable, durable and comfortable, and you pay only for the shoes—nothing for name. A larger stock than you usually see, and lower prices for the same quality than you ever run across.

Appetizing.

Nothing Finer

for breakfast than fine country bacon or sliced ham served with toast, eggs and a good cup of coffee. You will have to buy your coffee and eggs somewhere else but come to us for the best ham or bacon.

Fair and Square.

To our knowledge there never was a cough syrup made that would positively cure every cough, but White Pine and Tar gives unusual satisfaction, it overcomes most coughs by relieving the throat and air passages of unhealthy secretions and healing the irritated surface.

Kinner's White Pine and Tar Cough Syrup is pleasant to take and it gives immediate relief—if it does not we will give you your money back—pleasantly.

Good.

After the Skate, A Chafing Dish

at home, with something warm. It's a treat. A choice assortment at Hardy & Hayes.

Out of the Ordinary and Very Good.

The Aylsmere.

Have you ever noticed how much better satisfaction you get dealing with owner than agent?

The owner manages the Aylsmere.

It's but a step from the Park, less than a step from "L" and cable cars.

Seven-room housekeeping apartment.

Seems Very Frank and Honest.

The Price of Coal

Has changed materially on account of the strike.

Take our advice and don't buy more than you need for present use at the advanced prices Don't let yourself be frightened that coal will go up to a hundred dollars a ton. We predict an early settlement in favor of the unfortunate strikers.

Ought to Bring Business to a Bowling Alley.

The Ball Keeps Rolling Here.

The bowlers flock to the finest alleys in New England during the month of October. Many are being initiated into the ways of the health-giving sport.

If you're not a bowler you had better begin now; you'll be the healthier for it.

The Window and the Ad Together Make a Strong Combination.

Grille.

Our store windows exemplify the artistic effect to be acquired by the use of Grille.

Perhaps there's a spot in your home that can be thus beautified.

We are agents for the most expensive Grille made; but it's the best.

For a Perfume.

This morning's express brought us another big supply of that new and nicest of perfumes—"Garland of Violets."

Have you ever tried it?

Above all it's lasting, and it's the odor of nothing but violet flowers.

You can buy as little or as much as you please.

Try 10 cents' worth.

Get it at Kinner's only.

Good Camera Talk.

Kodaks for All.

Traveler, hunter, cyclist, disciple of Walton, golfer and automobilier, all find in the kodak an ally of enjoyment. He may "press the button" and leave it to another to "do the rest," or he may delve deeper and solve the charming mysteries of the dark room.

Eastman kodaks and Eastman supplies—the genuine here.

Kodaks $5 to $35 and a full line of picture-making supplies.

Covers the Ground in a Few Words.

5c Laces That Are Different.

Yes, very different from the ordinary sorts. Fact is, we opened 8,000 yards this morning that outdo our own former efforts. Splendid linen color cotton medics, in both wide and narrow, and some wonderful values in fine thread linen color Torcheons in the best qualities and most desirable patterns we have ever offered at this popular price.

A Broker's Invitation.

'll Be Pleased

with the people you meet in Myton's office. A congenial and social lot of men making my place more like a club than a stock broker's office.

You should be among them if you are a speculator. All the daily financial papers and every other facility to aid you. You are welcome, even as a spectator.

Strange This Line of Business Isn't More Widely Advertised.

Electricity Solves The Light Problem!

To keep abreast of the times you must use electricity to light the home and office. Absolutely safe—no danger of its ever exploding, igniting the lace curtains or asphyxiating any member of the family. We supply the current. 'Phone 1877.

For An Oil Heater.

More and Better.

More heat, and heat of better quality, can be produced from a given quantity of oil, if you burn it in an Electric Oil Heater, than if you use any other oil stove.

We'll make the claim good with an unqualified guarantee of money back, and give you as long as you please to make the test of the stove.

It's not a big lamp, it's a heating stove, with circulating flues, and a water evaporating device and it's a handsome stove, too.

$8 and $10.

The $5 kinds, warranted as good as the best of their kind and price.

A Straight Shot at the Men Folks.

Sideboard Talk.

If a man had to do housework he'd have a sideboard, they're so convenient.

The unnecessary steps women take shorten their lives.

We have exactly eleven styles on exhibition on our first floor and they're all beauties.

About Gloves.

We only want a chance to "show our hand" in gloves, to convince you that this is the store for you to come to for good gloves at inside prices.

We placed our orders for gloves long before you had even begun to think of wearing them.

The consequence is that we got in ahead of the recent advance in price and can give you gloves at prices hardly more than the wholesale prices to-day.

Here are some prices:

Silk-lined Reindeer in newest shades of Pearl, $1, $1.25 and $1.50; Silk-lined Reindeer in the popular Golden-Brown shade, $1.25 and $1.50; Silk-Lined Cape Kid with the swell outside-sewn seams, $1.75; Fleece-lined Reindeer, $1 and $1.50; Fleece-Lined Driving Gloves, $1.00.

Then we've Pique Kids, Unlined Pearl Mochas, Dogskins, Buckskins, Woolens and nearly every other good kind of gloves for Dress, Driving or Working wear.

We sell Perrin's, Adler's, Meyer's and other good makes.

And we give full, lasting satisfaction or we give your money back.

A Good Coal Ad.

Up the Chimney

and down into the ash pan goes a very large part of the coal that you try to burn because it is cheap. You have to force your drafts and the coal goes up chimney, or you poke and poke the fire until the coal goes into the ash pan, then you sift your ashes and try to save something in that way, but it is hard and poor paying work. We have no "cheap coal." We have a quarter of a century old reputation for selling the best coal in Brockton and our low prices are explained by spot cash and the size of our business.

Little Phoenix Cook Stove Coal at $6.50 a ton burns so freely that you don't have to crowd it up chimney or rake it into the ash pan. It burns up so clean that your time is wasted if you try to sift your ashes. "Burns like Franklin—costs like White Ash" and no ashes to sift.

Have you tried it?

Hat Rejuvenation.

Make Old Hats Just Like New?

No; not quite. But they can be made to look new, feel new, and wear nearly twice as long, if reblocked and retrimmed before it's too late. Let us show you the inner goodness of this department of the Nichols business.

Tells Its Own Tale.

Inexpensive Blanket Comfort.

We have dozens of good, warm winter Blankets waiting your coming. Lots of different numbers selling at many prices. Manufacturers are advancing prices but our early purchases enable us to attend to your wants in an able, low-priced way. They are all good value, worthy the buyer's attention.

This is a safe Blanket Store.

Wool is wool, cotton is cotton; it is not guessed at here. This week there is a special feature to blanket selling. Our prices are from 49c. to $9.25 per pair.

72x82 inch white California Bed Blankets, choice borders, plenty of wool for warmth, sufficient cotton to help the wear and fineness, heavy weight. One of our $2.50 numbers.

A great many business houses will open new books early in the coming year, and the wide-awake stationer will take advantage of this fact to push blank books and other office supplies right after Christmas.

A Business Dispute

is easily settled when the accounts are properly kept. Don't practice false economy by trying to save on blank books. We will sell you a set of high-grade, well-made blank books, from ledger to journal, cash books, order books, memorandum books and day books at such a small cost that you can buy the best. Our stock of office supplies is always complete.

Blank Books,

ledgers, daybooks, cashbooks—any sort and size and shape of book you may need—and the best book that your money can buy—trial balance sheets, legal blanks and stationery of all sorts.

Excelsior diaries — contain a fund of interesting information before you've written a word in them—all sizes.

Art calendars—a few very fine ones left—one-third original prices.

Good One for a Special Sale.

The Last Time We had a Shirt Sale

we made the offer to sell for one day 75c shirts for 42c, and any one who returned a shirt would get 10c more than he paid. The result was over 500 shirts sold, of which one was returned for a joke. We offer for 3 hours next Saturday and Monday, 11 to 12 a. m., 3 to 4 p. m. and 8 to 9 p. m., 50 doz. Men's Negligee Percale Shirts, which were especially made for us and bear our names. The material is first-class and the patterns the latest. The shirts are cut 36 inches long, have gathered back, felled seams and are trimmed with large pearl buttons. They will be sold on hours mentioned at 42c.

We warrant them to be worth no less than 75c. See display in window. We will have a clock in window when sale opens.

A Little Too Long, Perhaps, but It Tells the Story and Carries Conviction.

Annual Inventory Sale!

Inventory is over. We have uncovered and appraised every article of merchandise in the store, and now we are ready to swing into the new year with a sale of carpets, rugs, furniture and draperies that will rouse the city in every direction. It will be a sale that very few will stay away from. It will be a sale that no one can misunderstand. It will be a sale that competition cannot cry down. It will gather strength from day to day. Before we go into direct details, let us say a word or two about trade conditions: For several months carpets, furniture and draperies have been subjected to heavy advances in cost of production. Rise has followed rise. and when we say that our goods are actually worth from 20 to 35 per cent more than they cost us we are making a statement that no merchant can deny.

Now we propose to throw open our doors and surrender every advantage we hold. We will sell carpets, furniture and draperies at prices far under the cost of production.

We will not be able to replace one article for what we receive for it. This may not sound reasonable or logical, but, nevertheless, it's the plain truth. It will not be a money-making sale for us, but it will be a healthy movement just the same. It will turn over our stocks; it will widen our acquaintance, and it will distribute thousands of dollars' worth of the merchandise we proudly hold up as the best. The sale begins Tuesday, January 2, and ends on Tuesday, January 16. In many cases we have cut prices squarely in half. The items that follow will give you a clear idea of the situation, but after all the only way to appreciate things as they are is to come in person. The real greatness of this inventory sale will grow upon you.

For a Dyer.

A Good Way

to save the cost of a new suit or overcoat is—let us have the old one to be cleaned. We will return it looking like new. Shall we call?

Watches That Keep Time

A watch that doesn't keep time is worse than no watch at all. I sell watches of the reliable sort—all first-class timepieces, and sell them at prices that give but a small margin of profit.

I repair watches also, and my long experience in the business has taught me to repair them skillfully and scientifically.

This ad is selected from among those which have appeared in Printers' Ink. It is shown here to give an idea of the effects secured by good display.

Quite Convincing.

A Big Sale of Sheets and Pillow Cases.

Not a feeble attempt to move the fag ends of a snop-worn stock, but an organized effort to sell 2,000 dozen sheets and pillow cases at a price lower than like goods can be bought at the mill for to-day. Every sheet and every case involved in this sale is of the highest grade sheeting made by a standard mill. A sale of such sample goods, at such a time and such a price, once more strikingly demonstrates the buying power of this firm, and this is the sale which will prove its wonderful selling power also. Positively none to dealers.

Good Argument.

An Overcoat Or a Cold?

Which is safer to carry? You should buy an overcoat now, because this weather demands an overcoat, and because you get better assortments than later on.

You should buy from us, because we offer you perfect fitting all-wool overcoats at $7.50, $10, $12.50, $15, and up to $25.

Which are worth from 25 per cent to 35 per cent more to-day. When we buy a thing cheap our customers get the benefit. We bought these coats for cash last May when wool was cheap.

For an Oil Heater.

Coolish Nights

and misty mornings bring danger that might be turned away if you have an Electric oil heater.

The "Electric" is much more than a large lamp—it's a heating stove with flues for circulation and radiation, and it has a water evaporating device that helps restore the elements consumed by the flame.

It's as different from the average lamp stove as a modern parlor stove differs from an old box stove.

You ought to see them before you buy.

$8, $10.

Other stoves as low as $5.

For Heating Stoves.

You May Not Expect Comfort on Cold Mornings

if your stove is of the spasmodic sort, that only "works well by spells" —you can't be certain—you don't know what to depend on. We will show you heaters that operate to your entire satisfaction, and they cost but a trifle more than worthless makes.

Here are some sample prices:

Conveys the Idea of Great Comfort at Small Cost.

Warm Footwear for Women.

Women are appreciating more and more every year the value of a soft, warm foot covering for house wear.

Shoes with hand turned soles and beaver uppers, with warm linings and felt innersoles, are just the thing for these cold nights and mornings.

In button, lace or elastic —as may be desired.

They are inexpensive, costing you only 75c, 98c or $1.25 a pair.

Well Calculated to Convince.

Serviceable Shoes for School Boys.

A good, healthy schoolboy will wear out any shoes soon enough.

But he won't wear out a pair of our kind as soon as some other kinds. That's because our shoes are strongly, honestly made of good wear-resisting leathers —no skimping, no shoddy worked in at unseen places.

And then again, they're so good-looking and comfortable that the boy will like them and take better care of them.

Because of our large buying through our two stores, we buy lower than other stores, and you'll find in consequence that we can give you equally good shoes for less money, or better shoes for the same money, as compared with other stores.

Boys' school shoes, $1, $1.25 and $1.50 per pair.

Lawn Mowers.

Lawn Mowers From $3 50 Up.

All made of the best material and properly adjusted. Our mowers run very easy and wear well.

Get our prices before buying.

Free. A first-class canvas grass catcher to each purchaser of lawn mowers—for one week only.

Lawn mowers sharpened, 75 cents each.

Another That Seems to Lack Nothing But Prices.

Saturday's the Day, Gentlemen.

The day to stock up for the week that's ahead of you. You'll find this store more than ordinarily interesting to-morrow. You'll find several hundred new patterns of neckwear. You'll find some collars, new in get-up. You'll find another lot of flannel trousers—cool, comely and comforting.

You'll find us ready and willing.

For a Special Sale of Fruit Jars.

A Word About "Mason" Fruit Jars.

Because of the exceedingly low price at which we are selling the well-known Mason Fruit Jars, doubts have been expressed as to the quality and condition of these jars. We wish it distinctly understood that we are selling the genuine Mason jars, perfect in every respect, with porcelain-lined cover, rubbers and holder. Any jar found imperfect may be exchanged. We will sell these jars again on Monday, quart size, at 35c per dozen.

Should be Followed by Particulars and Prices.

Are You a Golfer?

If so, you will enthuse over the stock of Golf Supplies that we're showing. It includes everything—everything and none but the best things procurable. We invite all the ladies and gentlemen golfers in this section to come here and see how well this store provides the necessary supplies for this popular game.

A Price is Printed as Proof of the Points Made.

Linen Facts.

If this were not a thoroughly good linen store—big enough for housekeepers to buy from—we would not be able to sell at prices like this:

27-inch handsome double satin damask napkins at $5.00 a dozen. Worth not a penny less than $10.00.

But because we buy and sell in enormous quantities, opportunities unknown to smaller stores often come our way. We quote the above splendid bargain, not for its own sake alone, but because it is typical of the reach of the wise buyers who know our linen store.

Harness.

A Well-Dressed Horse.

What a stylish suit of clothes is to a man, a handsome harness is to a horse. A well made, well fitting harness improves the appearance of a horse one hundred per cent and is an investment never to be regretted. Buggy harness, $5 to $65. Light double harnesses and harnesses of all descriptions.

A Scheme to Boom Soda Water Sales.

A Bicycle Free!

Drink the best soda water in the city—crushed fruit flavors—delicious and refreshing at L—— & Co., corner Peachtree and Marietta streets, and with every glass receive a ticket entitling you to a chance to draw this bicycle July 1st.

This One Will Sell Goods Because It Gives Particulars and Prices.

Bamboo Porch Screens.

How necessary to the proper enjoyment of the veranda, excluding the hot rays of the sun, yet freely admitting the air. Our screens are made from the outside cut of the bamboo, standing sun and rain better than any other kind. We have a large quantity on hand, but the demand will be big, and you had better order while you have opportunity and the assortment is complete.

3 feet by 6, 50c each; 4 feet by 8, 75c each; 6 feet by 8, $1 each; 8 feet by 8, $1.25 each; 10 feet by 8, $1.75 each; 12 feet by 12, $2.75 each.

Very Good.

Percales for Less Than Regular.

Haven't you a boy for whom you want to make some waists, and wouldn't you like to make him four at the usual cost of three?

Or apply the same thing to girls' dresses, aprons, shirt waists—four of anything which is usually made of percale at the regular price of three?

Well, here is the opportunity.

Best American Percales, fast colors. Fifty patterns, full yard wide, now nine cents, were twelve and a half cents.

Twenty patterns, 32 inches wide, now seven cents, were ten cents.

Quite Convincing.

Ladies' Gold Watches, $6.50.

They're beauties for the price and we have confidence in them. We warrant them in all directions for one full year from date of purchase. Open faces, gold filled cases, American movements, seven jewels, and clear, bright dials. We welcome comparison, knowing that the same identical make of watch will cost you fully $11 anywhere else.

Will Catch Women's Eyes.

New Silk Petticoats!

Just in is a world of flutes and ruffles in rustling Petticoats.

Every rustle and every glint bespeaks of coming Springtime.

Not a lady of fashion anywhere but could tell at first glance that they were intended to give additional charm to the ever beautiful Spring gown.

All are in extra quality taffetas—as free from splitting as can be had.

We think our experience, coupled with our usual precaution, makes us pretty good judges of taffetas, too—especially when service is at stake as it is in petticoats.

These two styles will no doubt interest you; one at a low price, the other at a medium price.

Sounds Honest, and Says "Money Back."

Kinner's Cherry Balsam

best of all, is a safe and sure syrup to quickly cure your cough—it's as safe to give the little ones as it is for grown up folks to take.

It soothes and heals any irritation—gets right at the trouble. It stops that dreadful tickling, hacking cough that's so bothersome at night.

We tell you honestly it's the best cough syrup we know of and if after giving it a fair trial you find it does not more than please you, we will willingly give your money back.

25 cents a bottle.

Good "Money-Back" Talk.

Is It Satisfactory?

That's the question that goes with every purchase here. If it's not satisfactory, bring it back to-day—to-morrow—next week—and get your money. It is this absolute assurance of fair dealing that retains our trade. Our customers know that "money back" is not a cry set up to deceive the unwary into buying, followed by all sorts of undue excuses and quibblings to avoid returning money on displeasing purchases. One of our maxims reads: "For you to remain dissatisfied is to make us more dissatisfied. It isn't to-day's trade we're depending on—it's to-morrow's—next week's—next month's—next year's! We want you to be so well pleased with your treatment here and with what you buy here, that you'll come again and again. And we will remark right now that our efforts to please have been so uniformly successful that calls for "money back" are rarely made. But it's here just the same, for any and all demands that may be made for purchases returned as undesirable.

An Appeal to Fishermen.

Pickerel Fishing.

If you are going fishing through the ice, better come here before you start and see what we can do for you in the line of traps and other tackle.

We have an assortment that will make glad the heart of any fisherman.

Pickeral traps galore.

Bicycle Reasoning.

Bicycle Talk No. 8.

This is a great year for ———. Never since we have known them have they been so popular. This great popularity isn't a matter of chance or luck; it is just simply the natural result of merit—of true worthiness. The ——— people are in business to stay, and are looking ahead. They know that greater ultimate profits will come from building the best wheel it is possible to build, and selling it at a fair price, than from using cheap materials and labor, in order to realize a greater profit per wheel. They follow out this policy very carefully. No better wheel than their best can be bought with money, nor will a like price buy better than their several lower-priced models. "———" stands for bicycle safety and satisfaction, for modern methods and for full and fair money's worth. Every rational bicycle requirement is covered by the several models, which are named here with their prices:

This One for a Safe Deposit Vault Was Bitten Off at the Middle.

A safe in a private house is worse than useless. It isn't burglar-proof, of course, and the gentry know it is there—it is a part of their business to know such things. It is unpleasant to think that one's house is watched so.

For Spring Overcoats.

Up-to-dateness

In a Spring overcoat the width of a seam, the size of a button or the location of a pocket may sometimes determine the up-to-dateness of the garment. We give the closest attention to all the little kinks of fashion.

A Good Real Estate Ad.

You're Never Glad To See Your Landlord.

Nobody ever is. Rent day always comes too quickly. Why not get along without him? Buy one of those splendid homes on Amber Street, below Tioga, in northeastern Philadelphia, one square east of Frankford avenue. The cost is only $1,800—payable $200 down and $15 monthly. The houses are not of last season's building, but are in excellent condition and modern in every particular. Write for illustrated booklet. Take Frankford car on Third Street. From Broad Street station, forty trains a day to Frankford Junction. Houses open daily, Sundays and evenings.

No Waste of Words in This One.

Amber Beads For Croupy Children

No matter how severe attacks the child is subject to, wearing the beads always prevents a recurrence of the trouble. Good on grown people too. Popular price, 75 cents.

For a Confection.

Temptations For The "Sweet Tooth."

Our candy man is constantly scheming among the bubbling pots of sugar to devise new candy dainties. No need to do with the same old sweets if you watch the candy counters at ———. To-day these: Maple Cocoanut Gems—fresh grated San Blas cocoanuts boiled with pure Vermont maple sugar and covered with a fine, crisp, pulled candy, flavored with molasses or vanilla. The usual confectioner would rightly say forty cents. These are 20 cents a pound. Chocolate-covered Marshmallows, also at 20 cents a pound.

Appeals to Parents' Pride.

Clothing for Boys

Clothes for the boy. What mother is there that does not wish her boy to look the very best that her means can make him? American parents take a wonderful pride in their children, and American clothing makers are constantly alert to conjure new attractiveness to please them. A smart gathering of the new styles for spring is here. Every fabric is absolutely all wool. Every suit is skillfully shaped, substantially sewed, and most stylishly finished. Clothing that the boy will be proud to wear. Clothing that the mother will be proud to see on her boy. Clothing that has good looks to start with—and the good looks so fortified by careful workmanship that they will last through the months of wear. These hints of particular sorts:

This Is Good

Young Codfish.

At the fish department you'll find ten-pound bundles of young codfish at 50c. a bundle.

These codfish were caught at just the time they should be caught; when the meat is firm and white, tender and juicy; when the flavor is perfectly delicious and appetizing. That's the kind of cod we're talking about.

"Just Splendid."

We doubt whether there is any one little thing on earth that will afford an elderly person so much pleasure as to find a glass that will give them good vision after their eyes once begin to fail; something that will "make them see like they used to."

Let us but once get a pair of our glasses on any one and we invite them to "try" others to their heart's content—such comparisons only bring out the superiority of our glasses and the excellence of our work.

This ad is selected from among those which have appeared in Printers' Ink. It is shown here to give an idea of the effects secured by good display.

For Real Estate.

You Ought to See The Cottage Home

with bath room, located near Belmont St. that I ask $1,400 for. A house at this price will not be an elephant on your hands. Look at it before the other fellow gets ahead of you.

For Furniture Bargains.

Two Bedroom Combination Offers !

A saving of $10 will go with either. Look into our north window and you will behold the two best combination Bedroom offers ever made in Hartford.

One is of Antique Oak Finish at $26.50.

The other is Mahogany Finish at $29.50.

Each outfit has eleven pieces as follows: Handsome steel bed with brass trimmings, full size bureau with French shaped mirror, commode, two chairs, rocker, table, cotton top mattress, two pillows and Hartford woven wire spring. Quality has not been sacrificed—but price has. The saving on either is $10—if you speak for one within three days.

It Often Pays to Push Such Conveniences as This.

Slipper Box

Is an odd name for a mighty convenient piece of furniture. It was invented for those people who want a small box couch at less than box couches cost. It's 18x30 inches in size, upholstered in denin, soft and springy—good for Shoes and Slippers or as a seat. You'll wonder how we can sell it for $4.50.

Very Good.

Do You Feel Tip-Top

this spring? Some people suffer from depression and colds incident to the sudden changes. The body should be built up, prepared for battle with the weather conditions. Our preparation of Norwegian Cod Liver Oil, with hypophosphites of Lime and Soda, stands unrivaled as a system fortifier. You can hardly expect to come off a winner when a hard cold tackles you if you're all run down. A full pint of our emulsion for 50c. It is palatable. Children prefer it to any other kind for that reason.

How Prices Would Have Strengthened This One.

Fluffy Wooly Dusters

Softest kind of a dust brush you can get.

They are of different sizes.

For different uses.

Some have tremendously long handles.

Some have little stubby handles.

And then there are medium sizes.

Wherever there is dust there is use for one of these dusters.

They're just the thing for delicate surfaces.

They won't scratch.

Inviting.

Your Spare Time

might just as well be passed pleasantly as not. You will always find pleasant company at my cigar store, and can talk, and smoke, and play Manhattan, or write your letters, or do as you please. Stop in.

Good for Other Lines.

You like the square, upright, honest shoe store. We wouldn't have your patronage if it was otherwise. You like to come here because it's here you find all the sorts of shoes without the delays of waiting for single pairs to be made or a supply brought in to you from neighboring shoe stores.

Real Estate.

About 15c a square foot for property right in the heart of Wilkinsburg. Think of it! And improved property, too.

Hampton place plan of lots is just such a place as genteel people would like to live in—any terms that are satisfactory to you will meet our wishes.

This is "Great."

Great Grates.

The Red Cross Range grate is a great grate. In every fire-making, fire-keeping, fire-regulating particular it is as great a grate as the greatest of all other grates, and in some important particulars it is greater.

You will not make a grate or any other kind of mistake, if you buy a Red Cross Range.

All sizes for all uses.

Prices.

Business Men

with particular ideas of cooking and service get their meals here. They say that no other place gives them such satisfaction.

Our menu includes all the delicacies of the season, such as Quail, Pheasants, Rabbits, Woodcock, Wild Ducks, Grouse, Sweetbreads, Mill Pond and Duck River Oysters and Lobsters.

For a Plumber.

Many Little Things

in connection with steam pipes need attention at this time, and we are ready to take your business. Competent workmen and prompt service have made our business what it is.

Timely.

Skates Are Skates

but there is a difference in the kinds and a choice.

Of all the different kinds we think there are none that offer so many varieties for choosing, nor such good values for the money as the U. S. Club Skates. Even the lowest priced U. S. Skates are well made and of good material.

U. S. Club Skates from 45c to $3.50 and at all the between prices. Skates for boys, girls, men, women.

Some Straight Talk for Tea.

Fifty Cent Tea.

If some stores should advertise to sell for one week a regular bang-up fifty-cent tea for 35 cents what would you say?

If you happened to read the ad at all, you would say:

That's a fake.

And in a good many cases you would be right.

It isn't what is said in an ad that makes it true.

It's who says it.

When the Public Market says that for the balance of this week you can come here and buy a pound of regular 50-cent Formosa Tea for 35 cents you can depend on it being so.

You can stake your life on it.

So come for this tea. It's a really fine tea; and if you like a little Japan or Oolong or English Breakfast mixed with it, why, the price will be the same.

For Bicycles.

Bicycle Talk No. 6.

Down under the highly polished enamel and glittering nickel is the real bicycle—the thing you're paying your good money for, and on the strength of which may depend your life. Are you going to buy a bicycle of known reputation—of a kind that has never been known to "fall down" under any ordinary accident—or will you take your life in your hands and ride recklessly to no one knows what, on a wheel that is without a reputation, just because its first cost is a few dollars less?

The actual cost of a wheel with a reputation is no more than the cost of the other kind, plus the repair bills that are sure to follow its purchase.

We sell Bicycles. Every one of them is a reliable wheel—a wheel with a reputation.

Our 1900 line covers every feature of bicycle excellence you could wish for. In it is found as low-priced a wheel as is safe for you to buy or for us to sell, and as high-priced as you will buy in order to get the best.

A Shirt Sale.

Two Bargains for Men.

White Laundered Shirts get mussed and soiled in selling—the more sold the greater the number of "accident cases." Here's a mixed lot of laundered shirts, all sizes, but not in every style, including open front and back; closed front, open back; many short bosoms and mostly full dress sorts in the showing, all from our regular stocks; none less than $1 Shirts, all now 50c. About two dozen are $1.50 shirts.

A Strong Puff for "Puffs."

Puffs Preferred.

Do you enjoy the companionship of a puff tie? There's a whole lot of style in one of these useful and beautiful cravats, and at this time of the year they are particularly dressy. They give a finish to a man's appearance that at once stamps him as a proper person, a man of good taste. The Mariettas are favorites with fashionable folks. Fifty cents at

A Plumber's Plea.

Do Your Pipes Leak?

If they do, they should be repaired at once. It don't matter whether it is a small leak or whether a whole joint is loose, the result will be the same. Imperfect plumbing is the cause of a great deal of sickness and too great precaution cannot be taken to have the water or gas pipes in good condition. If there is anything the matter with your plumbing phone 146 and we will do the rest. Our work is done well and reasonable.

How Prices Would Help This One.

A Little Witch.

Yes, Witch Hazel is a good thing to have in the house. It cures lameness and stiffness of muscles and joints caused by overwork or violent exercise. Ours is not the common kind, but the very finest that can be made. Put up in pints and quarts.

A Clothier's Argument.

Our clothes are made of as good cloths as the tailor uses. They are cut by better cutters than the tailor can afford to employ.

They are made by as good workmen as a tailor employs, and if they don't fit they are altered by a good tailor.

Our prices for our clothes are considerably less than the tailor charges for his.

Suits $8 to $20.

Overcoats $10 to $20.

To Scare the Uninsured.

Every Day You Live

is one day less of life left for you. There may be thousands of days to come but there may be only one—that is the point. Are you taking chances and carrying your own risk?

If so, are you wise? Would it not be better to join your life with 30,000 others in the————————

and protect those you love and those that love you from the suffering caused by the untimely or unexpected death of their breadwinner?

Full particulars of the cheapest, safest and best Insurance sent free on application to

For a Stock Broker.

It's the Interest

you pay the ordinary broker for carrying your trades, that eats up all possible profits in stock transactions.

Figure it out for yourself. One hundred shares of St. Paul at 125, with interest charges at 6 per cent, costs about $14.50 a week for interest alone. You've got to have a pretty quick market to overcome this.

We conduct our business in such a way that we make no charge for interest, buying or selling the leading speculative stocks on the most liberal margins, and at the regular New York Stock Exchange rate of commission.

Our services in Bonds or Stocks for investment are equal to those of the largest New York concerns. Highest local references furnished.

Good Points Well Taken.

Millinery

$5 and $6.

Just as many hats as though the season were just beginning.

New designs, a few new colors, and hats perhaps a little prettier than usual, because we have the whole season's experience to go by.

Every woman who thinks of one at these prices, should see these

(Descriptions and Prices).

Children's millinery too, some entirely new. We give a good deal of care to the making of our little girls' hats—look the right age. We've seen hats that make children look like young ladies.

(Descriptions and Prices).

For a Lumber Dealer.

If you see it in our "ad" it's to be had.

"Comb Grained."

That's the name of the best Georgia Pine Flooring made. It costs a trifle more than the ordinary flooring—but it's worth more. It will wear longer and look better while wearing than any other Georgia Pine Flooring we know about. In speaking of this flooring *The Review* says: "Lumber cut in this way presents the grain obliquely to wear and is consequently more durable. If your floor needs renewing or you are building a new house, remember this ad."

A Shirt Tale.

Men: I am pleased to inform you that among this morning's arrivals at my haberdashery there came a big line of the celebrated "Clem" dollar Shirts. They are made by Curtis of Troy. He knows how to and does make good shirts.

I'm going to display some in my window this afternoon, but you should not be satisfied to simply look at them —come in and examine the new ideas embodied, some of which were suggested by my customers.

I'll finish up this story tomorrow night, for a young man who has been looking 'em over wants three "this minute."

For a Druggist.

Our Own Preparations.

It is pleasing to us that our own remedies are preferred by most of our customers to those of the highly advertised "patents." While we always keep a full line of the latter, the sales of those we put up ourselves are in the majority. We can highly recommend them as strictly pure. We name a few of the more popular ones to-night:

Emulsion of Cod Liver Oil, 50c.
White Pine Cough Syrup, 25c.
Liver Pills, 10c.
Headache Powders, 10c.
Headache Wafers, 10c.
Pink Worm Lozenges, 25c.
Beef, Iron and Wine, 50c.
Sarsaparilla, 50c.

It's Much Better to be a Little Ahead of Time Than a Little Behind.

An Early Reminder.

Thoughts of spring have been badly handicapped by the big storm.

Nevertheless it will be here all too soon and then for a general overhauling, cleaning and painting period.

It's the painting part we're most interested in.

Perhaps it's the house you're going to paint or the barn or floor or furniture.

It may be the family carriage, buggy, wagon or farm implement.

It really makes no difference what it is, if it's anything paintable we bid for your trade with the very best paint that's made. A special paint for every purpose.

Paint Points.

We've Talked

Longman & Martinez paints because we believe them the best for you to buy—best and cheapest.

But if you think you can mix a paint that would be more satisfactory to you, we offer the Atlantic White Lead; dry and ground colors, pure linseed oil, dryers and turpentine; all of guaranteed qualities and at guaranteed prices.

Varnish, shellac, alcohol, gold leaf, bronzes, brushes, glass, putty, etc.

Prescriptions.

We Want You To Come

to us to have your prescriptions filled.

We keep none but fresh drugs, and are exact to a drop in making them up. We demand precision of ourselves in weight, exactness in measure, and the greatest of care in compounding. And we want you to understand that the price is never a penny too high at the—— Pharmacy.

Good Scheme For Any Line.

A Dollar Window

In order to reduce our stock and to make room for our spring lines, we have arranged a dollar window and everything in that window is ONE DOLLAR.

Among the many bargains are:

Sterling Silver Top Pepper and Salts, Fancy Sterling Silver, Silver Pieces, Pocketbooks, Vases, Chains.

Look at the bargains in the window.

For a Druggist.

Kinner's Headache Wafers

are made to cure headache and they do it or so many people wouldn't use them.

Three in a package 10 cents. For most people one wafer does the work.

Makes One Cookie Hungry.

Molasses Cookies

can be bought most anywhere. But those large delicious cookies that are golden yellow in color, so pleasing to the taste, are only to be found at

There Hasn't Been Any Doubt

as to our leadership in Baby Carriage selling for a good many seasons; no doubt of the economy of buying here.

Take our $10 carriage as an example of the values we offer, varnished reed body, upholstered in pretty and substantial reed silk finished goods, handsome ruffled edge, lace covered parasol, rubber tired steel bicycle wheels and a foot brake that works.

Other patterns from $5.75 to $25. Catalogue for out-of-town buyers.

This ad is selected from among those which have appeared in Printers' Ink. It is shown here to give an idea of the effects secured by good display.

Goes Straight to the Point.

It's Time to Furnish the Porch.

Summer weather is already here. The time has come when we sit out on the porch. The time has come when we must think of furniture and fixings for the porch. The first requisite always is a porch chair. This requisite is just what we want to call your attention to now. We have porch chairs for $1.25, $1.50, $1.75, $2, $2.50, $2.75 and $3.

It Pays to be First with the New Things.

Khaki Hats.

Smart and jaunty, up-to-the-minute in style and handsomely made. It's hardly necessary to add that they are here first.

Soft brim Sailors, Mexican Hats for misses, and other prevailing novelties for out-of-door wear are also ready.

The khaki Hats are uniform in color and texture with the fashionable material of the same name at the wash goods counter.

A Laundry Ad.

The Man with the Team

Will call on you, if you kindly send your address, and get your laundry bundle, and when he returns it you will find a snow white burden that you never saw the equal of in laundry work. Test this statement.

Good Reasoning.

Our Fish Department

is like running water—always fresh. Our enormous trade keeps stock moving continuously, no chance for anything but the freshest here. To-day we offer the following low prices. Fine fresh live haddock 2c. lb. Extra large fresh mackerel 20c. each. The average 2½ to 3 lbs each.

For a Book Sale.

Book Sale

We place on sale in our book store to-day, two thousand 25c, 12mo., red-ribbed, cloth-bound books at 15c each!

These books belong to a special series, are printed from fair-sized type on good-quality paper, and are just the titles that are most popular for Summer reading. Check off the ones you want from the following list and save the time and inconvenience of looking through the stock.

For a Horseshoer.

A Horse's Foot

needs as much care and attention as a man's—sometimes a great deal more. I make a specialty of expert Horseshoeing. Prices are right and work guaranteed.

All Right.

Fishermen!

Doesn't this weather make you think of stream and lake and river?

Fishermen find everything here, from a penny hook to a $50 salmon rod—all at least prices.

For instance:

For Bicycles.

The Woods Are Full of 'Em!

New makes of bicycles are constantly entering the field—some good, some bad. Be careful in your selection. In making your choice here you run no risk—you secure a wheel that's known and guaranteed to be reliable. As a result the eyes of the great local wheeling fraternity are directed toward our store. Where else could you find an assembly of praiseworthy wheels equal to this?

A Good One for Coffee.

Another Cup, Please.

The housewife knows her coffee is good when the cups are passed back for the second filling. No man asks for the second cup of poor coffee. We've spent a good deal of time in perfecting our coffee department, and especially in studying the blend of coffees. Our blend of Mocha and Java at 40c a pound is a coffee that will tempt a man to always ask for the second cup. That is the test of good coffee. Ask for our Mocha and Java.

A Good Point Well Made.

Negligee Laundering.

Thin, sheer goods for summer wear need more attention than the ordinary laundering, and they get it in this laundry every time.

Furniture.

We sell a large cane-seated rocker in golden oak finish for only $1.50. (That's getting comfort cheap.)

For a Watch Repairer.

Going Away.

See that your watch is in good order before you start; you can't find an experienced watchmaker everywhere you go. I have repaired watches for a good many years, and when I repair your timepiece it will keep time.

Seasonable.

Do You Enjoy Fishing?

Seems almost like a joke to ask, does it not? Relaxation from the cares of life comes easy to a man at the big end of a fishing-rod. Little does he care for the worries that perplexed him a couple of hours previous. of course good tackle is necessary to get Izak Walton satisfaction out of the sport. We carry an unusually large stock of lines, poles, reels, bait pails, baskets, and all the big and little paraphernalia that go to make fishermen happy.

Reels as little as 10c, as much as $2.85; poles, 10c to $5.50.

Tells Its Own Story, Well and Briefly.

Table Linen.

68 inches wide at 24 cents. You will observe that we call special attention to the width—quality too, is up to the usual "Leader" standard. Half bleached, in several desired patterns, of good weight, nicely finished, and full sixty-eight inches in width. Sold by The Leader at thirty-nine cents a yard—and a decided bargain at that figure. All you want to-morrow at 24 cents.

All Right.

Dog Collars.

Your dog's wardrobe is not expensive. You never had to buy him many clothes, but a new collar is certainly needed now and then. How about the present time? We are ready to supply your needs.

We engrave the owner's name, the license number or the dog's name, on any collar purchased of us—free of charge. All sizes of collars; all trims—fancy or plain; expensive leathers or cheap, just as you will—15c to $1.50.

Right on Time.

Opening of Stylish Summer Shirt Waists.

There's more Shirt Waist inspiration here to-day than you can catch from a score of fashion journals. Fail to see our Summer collection while it is at its best and you'll miss a sight well worth your while. It will surprise you to see such a wide variety, even at this store. There are dainty embroidered Swiss and muslin waists, in figures and dots, French chambray waists, in soft plain colors, waists of French percale and the exquisite David and John Anderson ginghams. Some are made plain, some fancy. They are marvelously pretty waists. We never invited you to a more interesting showing.

Prices as high as $7.50; as low as $1.

Lacks Nothing But Prices.

RUGS.

Rugs give an air of cheer and refinement to the home, to say nothing of covering holes in carpets—for which latter purpose they are unsurpassed.

Come and see our pretty assortment of Smyrnas. When you see them you'll opine—and rightly—that we're after the Rug business of D——.

Booksellers Should Make it a Point to Get the New Books.

To Have and To Hold.

the Novel that every one likes—98c (by mail, $1.10).

Red Pottage—English Society Novel, $1.10 (by mail, $1.20).

From Kingdom to Colony—the best of all Revolutionary stories, $1.10 (by mail, $1.20).

The Bronze Buddha—a great Occult Romance, $1.10 (by mail, $1.20).

Richard Carvel, 98c (by mail, $1.10).

David Harum, 98c (by mail, $1.10).

Janice Meredith, 98c (by mail, $1.10).

When Knighthood Was in Flower, 98c (by mail, $1.10).

Via Crucis, 98c (by mail, $1.10).

A Wall Paper Store.

The "Know How" In Paper Hanging

is what we make no charge for. You pay for the materials and the labor—nothing more. Our paper hangers are men who "know how" to measure a room—"know how" to size it—"know how" to cut, match and hang the paper. They know their business. It's good policy to intrust your work in our hands—we'll see that you get a good job. That's what you want, that's just what you'll get if we do it. You can surely find just what you want among our many choice patterns—all the very latest styles. If for any reason you cannot call at our store, just drop a postal, or ring us up, and we'll call with samples.

"Tailor Made" Gown Ad.

"Good Work"

We have the right cloths to select from, including the season's latest plaids.

We employ the best workmen on ladies' outer garments that can be obtained in New York.

We know when a garment fits and it never leaves our hands until it does fit.

You can come to us with every confidence that you will get "good work." And we'll surely agree on price.

A clearing-out price on every made-up garment in stock before moving to our new location, 990-992 Main street, corner Talcott.

Painting and Paper Hanging.

In Our New Building

That's where you'll find us. We moved ahead of time—believe in being ahead in moving as well as in painting, paper hanging and decorating. We thank our customers and the public for heir patronage in the past, feeling sure the service we have rendered will induce them to visit us in our new building, where we will be pleased to welcome all. We point with pride to our store, the finest of its class in the State; also our reputation, which has been established by doing business just one way—"The Decker way." Don't you want to know more about it?

For A Furniture Store.

Fashionable Furniture

If all furniture was alike it wouldn't matter where you bought it. But it is not all alike. There is as much difference in the make of furniture as there is in the people who use it.

Our furniture is not only strong, durable and well made—it is properly designed. The hand of the artist is plainly manifest in these modern furniture productions.

It wouldn't be a bad idea to come in and see how "different" this stock is from others. We are satisfied to have you look any time.

In A General Store.

No merchant owns his trade. No sensible person will in these days buy goods of anybody merely upon sentiment or past experience. The demand is that the merchant shall be up-to-date at every point. Keen public sense comprehends the best and remarks it; we are up-to-date in prices, qualities and terms.

Ladies' Jackets, Capes, Skirts and Waists.

Ladies' Trimmed Hats and Furs.

Misses' and Children's Reefers.

Men's and Boys' Suits and Overcoats.

New goods are coming in every day. It is a peerless collection. We will be pleased to have you choose of it and have it charged. A little each week will pay your bill.

Good Piano Ad.

Plain Piano Pointers

We believe we are better able to sell you a good piano than any other dealer in town.

Our belief is based on the fact that we carry only the good kind—the kind that has been tried here and everywhere and not found wanting.

We would like to have you look over the S and B.

You'll be pleased with your inspection.

Every piano in our store—and there are lots of them—is handsome in design, beautiful in finish, perfect in mechanical construction and of full, rich tone.

Hosiery.

Women's and Children's Hosiery

The point we make with our Hosiery, besides being less priced, is in the admirable wearing qualities. It is a matter of indifference to us what price you pay here for Hosiery, but it is a matter of supreme moment to us as to its durability. We stand back of every pair of hose we sell. Here are some specials:

Tells of Soap Substitution.

"Soap As Is Soap."

We want to tell you this week about "Gold Medal" Soap because we think you ought to know about it.

This soap is manufactured expressly for this store, is sold under our name and cannot be produced at any other store.

If you want a soap that knocks out the dirt, but leaves the linen clean and uninjured "Gold Medal" is the soap to buy.

We have asked our trade to try this soap in preference to the so-called Standard Brands and in every case it has given greater satisfaction.

We believe this to be the best laundry soap in the world and to give everybody in H a chance to try it, we will sell this coming week at these prices:

One full-sized bar, 5 cents. 25 bars, $1. Box of 100 bars, $3.75.

Try it, you'll say it is the best you ever used.

A Good Introductory Talk.

Making Dependable Statements.

Fortunate is the store that has the reputation for dependability. Fortunate is the public that has such a store in its midst. Mutual confidence between a store and its buying public means growth. This store has grown and is growing on just these lines, no ambition higher than possessing your confidence: other things are bound to come. We want every trade transaction to be satisfying, and if it is not we want you to tell us about it.

Some Good General Talk.

Probably you'll pardon us for speaking with pride of the growth of our business. We are proud of it, but we would not have you think that we are unduly boastful, for the telling of it is only because your generously shown appreciation and favor in the past affords the argument of a growing worthiness which shall be the inspiration and prophecy for the future.

Errors of method and mistakes of service there may have been and were—many of them, but we've made them stepping stones in the growth of the business. Probably the errors that hurt us most helped us most, for we've been learning each year how to better deserve your approval, and, now that local industrial conditions are improving, and your demands increasing, we are sure we can see how the Stone store with its greatly increasing facilities, its enlarged stocks, and its bettered service and methods can be made to serve your interests much more acceptably than ever before.

Unusually Good.

Women's Comfort Shoes

$1.50, $2, $2.25, $2.50.

Neither price is much to pay for solid comfort; for relief from swollen joints and tender soles. And that's just what our Comfort Shoes give. They not only prevent foot ills, they cure them. How? By giving the foot freedom—a good broad tread, room across the toes, support around the ankles, low heels, and to cap it all, they're made of just the softest kid, and no seams where seams usually cut into the flesh.

A Short Story of Silks.

Spring Silks.

The colors are beautiful enough for any girl to rave over, the qualities and prices suit the sensible mother.

Peau de Cygne, in old rose, castor, violet, reseda, biege, electric and navy blue —the new colors in plain materials for spring gowns. $1.15 and $1.25 a yard.

Peau de Soie in black and all colors at $1.00 yard.

Taffeta in exquisite pastel shades at $1.00 yard.

Men's Shirts

Several years ago we determined to sell better shirts at a dollar than a man could find anywhere else. We are doing it—today's perfection possible because the excellence of the first attempts won friends who stood firm. It was only by making a large business of this item that economies come—and economies had to come, if we were to sell better shirts than you had known at the price.

White shirts, laundered. Open front, open back, open back and front. Long bosoms and short. Comfort. $1 a shirt.

This ad is selected from among those which have appeared in Printers' Ink. It is shown here to give an idea of the effects secured by good display.

Santa Claus' Headquarters

are down in our big basement toy department this year as usual, and we invite everybody to come and see the thousands of bright, new things that he'll soon be putting in his pack for Danbury's good children. The big, handsome dolls and the pretty little dolls; the doll furniture and carriages; the almost unbreakable iron toys and the well made wooden toys; the games, big and little, and nearly everything else that children wish for at Christmas time, is here, at the reasonable prices that have made this the popular place for toy buying.

Come and bring your children, listen to what they say when they set their happy eyes on Santa Claus' big stock and you'll be well repaid.

Make That Boy Happy

and at the same time add to his physical well-being, and your own satisfaction in not wasting good Christmas money on the worthless. Get him one of our sweaters and a skating cap.

They go well together.

The sweaters come in numerous colors and combinations and at several prices, from 50c up.

The caps are heavy and all-wool and in two styles, roll-ups and tobogs, and are all the go in New York. Thousands are being sold daily. The price is fifty cents, and his heart will leap with joy should Santa give him one.

Girls' and Misses' Reefers, Paletots, Golf Capes and Jackets.

A Christmas gift of one of these seasonable, well-made stylish garments to your daughter or some young female relative of yours would surely be gladly received and "warmly" appreciated. They are not only sensible but economical gifts, too, as these prices will show:

Six Days of Satisfactory Shopping.

Satisfaction is always a foregone conclusion with our patrons, for the reason that no conditions are lacking, no pains spared, that will increase the efficiency of the service and make trading here both pleasureable and profitable.

950 Very Interesting Dolls.

The doll population here runs into the score of thousands to-day—what fun it must have been to help form their beauty over in those funny German workshops, for the toy chief decided on blondes and brunettes and the eyes and tresses. He decided something more—that every doll that came to Wanamaker's should be plump and well formed. There's a trickery by which "stretched" dolls are palmed off—you hear of a 26-inch doll at a price and find it, too; but it is a malformation, with poor head and scraggly limbs. Well. In taking the great regular lots we found some quite special ones. These for you to-day—at least they should be sold to-day—

26-inch dolls, plump and rosy; full-sized bisque heads; full jointed body; flaxen hair—one ($1) dollar.

19-inch dolls—same sort and same liberal proportions—fifty (50c) cents.

Dressed dolls, 17 inches high; cloth body, bisque head, papier mache arms, 25c.

Suspenders.

We've lots of fine ones—meant for gifts, which means they are strong and good-looking. A shiny meretritious gift is an insult—we'll save you from insulting. How much for the suspenders? $1.50 to $6 a pair for the especially fine ones. Other good ones at 50c and so on. Every pair is put in a neat gift box.

Well Said.

Our $3 Derby

looks—wears—and is like the exclusive hatters' $5 ones, except for the name in the crown—which is of no value—and the two dollars of extra cost—which is a clear saving to you. All standard shapes—all proper colors and shades.

Better a Little Too Early than a Little Too Late.

Light-weight Overcoats.

It is only a matter of a very few days when you will need a light-weight overcoat, so why not select one early while the sizes and assortment are unbroken?

We carry a very large line of stylish fall overcoats at prices from $7.50 to $20, and can fit you in both style and price. We will be pleased to show you our line at any time, whether you are ready to buy or not.

The newest and nobbiest at $12, $15, $16.

The Kind that Sells Coal.

Coal.

We believe our No. 2 Gayton Coal to be a very desirable fuel for use in furnaces and large heaters during the fall months, for the reason that it keeps a fire with a very small amount of Coal, allowing a low fire during the middle of the day without the liability of the fire going out. By opening the draft for a very short time when the heat is desired, the fire will come to a glowing heat with Gayton Coal quicker than with any other Coal mined.

No. 2, $4.25; No. 3, $4.50 per ton delivered.

Plain and Business-like.

Why Make Ice Cream?

We save you the trouble.

We make it from pure cream, received twice daily from our own creamery.

We make no failures—our ice cream is always pure, delicious and wholesome.

30c a quart, or $1.00 a gallon; liberal measure.

We never disappoint—orders are delivered promptly on time.

Tells the Whole Story.

Plaid Homespuns

30c a yard instead of 50c. How long will this little lot of a thousand yards last? They will make smart skirts for women, and most attractive suits for girls—for earliest fall wear. And it isn't a day too early to buy them to have them made in time.

The goods are all-wool and of the most popular weave of the day—"Homespuns," in gray, blue and brown, crossed by narrow stripes of white and darker shades of self-colored grounds, or black, forming attractive broken plaids. 30c, instead of 50c a yard.

A Good Thing To Do and to Tell Of.

Our delivery teams all carry an ice-box. We deliver butter in perfect condition these hot days.

CRYSTAL CREAMERY CO.

Longer Evenings Will Bring a Demand for Lamps.

A Lamp That's Useful

for certain places, that will never be out of style, is the hanging "Library Lamp."

It never gets upset, it can be raised or lowered at pleasure.

Our line shows lamps costing from $2 to $3.

Some have handsome decorated shades.

Whenever you have lamp wants it will please you to "Walk In and Look Around."

A Good Scheme.

Good Hosiery in Dollar Lots.

What you pay for hosiery to-morrow depends upon where you buy. Every hosiery purchase made at "Burke's" will leave a substantial saving on your side of the transaction. And every pair of hose sold will render good and comfortable service.

It will pay especially well to buy in dollar lots. The appended figures tell the bargain story in part. Counters hold other offerings equally attractive.

Sensible Stove Talk.

Good Stove Weather.

This is just the kind of weather that makes one realize the needs of a good heating stove.

In spite of the fact that we've had a warm fall and winter, heating stoves have gone out here at a cold weather pace.

Our stove selling has been the largest for many years; due to the fact that we've had just the right kinds of stoves, of the right quantity, and at right prices.

There's still a good assortment left for you—the same good kinds at the same low prices.

We're sole agents for "Garland Heating Stoves," and you'll find no better stove at any price, and none so good at the same price, $9 to $20.

A few odd stoves at prices that will make you buy, if you want a stove, $8 to $37.

Some real good second-hand stoves from $4 to $15.

Another Timely One.

With Lubin's Balsam

you are well prepared. Don't waste time and money in trying a whole string of cough-cures. 'Twill be an unsatisfactory experiment. At the first sign of a cough, purchase a bottle of Lubin's Balsam, which is delightfully pleasant to the taste and proves its superiority at once.

Your medicine-chest isn't the place for a haphazard cough-cure. It needs an article tried and true—Lubin's. Lubin's Balsam is Essex County's old stand-by. Some families wouldn't be without it any more than they would be without Wenham Lake Water.

Price 25c-50c.

Seasonable.

Comfortable Wanters.

Twenty of these desirable pieces of bedding—both sides covered with satine—have since the holidays failed to attract buyers at $5 apiece. But they must be sold in their proper season, even if at a loss. To-day we will say good-by to them at $3 apiece.

Timely and Telling.

A New Year's Gift

might pleasantly adjust some uncomfortable contingency growing out of your receipt of an unexpected Xmas gift, or your forgetting an intended gift.

If there are any reasons why you would like to make a gift-giving celebration of New Year's, then you're likely to find it worth while to again read over our list of usefuls.

A Short Description Goes a Long Way.

Special Sale of Nightgowns at 50c

Four different styles of Muslin Night Gowns will find quick acceptance at four shillings apiece. Ample sizes.

Empire Gowns—of excellent material—trimmed with three-inch embroidery around collar and sleeves and three-inch insertion and beading across front.

Bolero Jacket Gowns—14 tucks in yoke—collar and sleeves trimmed with three-inch embroidery and beading.

Mother Hubbard Gowns—24 tucks and four rows of insertion on front—neck and sleeves trimmed with embroidery.

Quite Convincing.

Concerning Muslin Underwear A Shrewd Woman Said Yesterday:

"I don't care for poorly made or skimped garments at any price."

She had been "looking around."

She bought close on to eleven dollars' worth before she left our department!

And that speaks volumes of commendation for this Manufacturers' Sale of Muslin Underwear.

It helps you to the best-made and fullest-size garments that ever left a factory.

And, too, they're not a straggling few, but thousands!

In making comparisons compare quality first; then the prices.

Take any of the following and match them elsewhere—if you can!

How Much More This Would Mean if Prices Were Quoted.

Equip Yourself With Underwear

Woolen Underwear—but don't pay for wool and take half cotton. You'll shiver before the winter is over if you do—and you'll have to stock up again next year. Any make we sell you will not lose its protecting qualities. Medicott, Winsted and American Hosiery are three good domestic makes. There's nothing better.

Our dollar garments are having a great run—they deserve it.

It Pays to Get the New Things and Tell About Them.

"Automobile" Coats $15.

You've seen 'em! A bit new and therefore all the more reason for wearing 'em before everybody has them. They're coats that fit at no place except the shoulders! Made of fine kersey in three-quarter length. Trimmed with big novelty pearl buttons and lined with bright taffeta. Rows of silk stitching give the garment its finish. We offer as a Saturday special, $20 "Automobile" Coats for $15.

Reasonable.

Don't Clinker Coal.

We are very particular to give you nothing but pure coal—try not to have a clinker in it—but, of course, that is not always possible. 'Phone 35-2 West.

Watch Reasoning.

Perhaps you'd like to take back that watch that you bought at a "bargain."

It hasn't turned out to be what you paid your money for.

But the dealer didn't give you a guarantee.

And he has gone out of business.

Your money is gone, the dealer is gone, and the watch don't go.

If you had bought one of our watches twenty years ago you would have received a guarantee.

And you would have found us here at any time ready to make anything right that was not.

Short and Sweet.

Candy Purity.

There can't be any simpler candy than taffy. Nothing in ours but the best New Orleans molasses, and the finest sugar—just enough to prevent stickiness. Made up by a formula as old as the hills, into new shapes as Nick-nacks—20c a pound.

Tempting.

A Delicious Cup of Coffee—

of pure. unadulterated, fine flavored coffee is a healthful drink at all times. That is why everybody who has tried Rose Bud Coffee is a "rose bud" enthusiast. "It goes right to the spot—it just suits them." This excellent coffee is a blend of Moca and Java. It is packed and sold in handsome one and two pound tin boxes. The air-tight box preserves its rich aroma and keeps its goodness intact until you are ready for it. The price is 35 cents per pound. We have other brands, but the "Rose Bud" is our very best. You drink coffee every day; just take home a box and try it.

Sounds Convincing.

Picture Frames.

No establishment in the State is better furnished, better stocked, or better equipped for the business of Framing Pictures. This department occupies our entire third floor and is in charge of an "adept." Every strip of molding is cut by special machinery. This insures the most uniform and perfect fitting joints. We use glass of good quality that is clear and clean. We carry in stock 243 different styles of molding, from the cheapest to the very best. If you have pictures, bring them here: if you haven't we have them. Perhaps some Artistic Paintings in Water Colors would interest you. They're here at prices from $5.00 to $50. You're welcome here at any time, whether you purchase or not.

Another One On Dewey.

PRINTS.

Have you examined our line of new Fall Prints? They are dandies and are printed in Dewey Colors—colors that wont run, see?

About Our Comfort Shoes for Women.

They're the greatest blessing ever invented for the woman who is on her feet all day.

They soothe and comfort tired, aching feet till they feel more like feathers than lead. They care for every tender spot, support firmly, squeeze nowhere.

Uppers—soft velvety kid.
Soles—ample, easy, smooth.
Toes—roomy, comfortable.
Heels—low, broad, flat.

According to quality—

$1.50, $2.00, $2.50.

They're a very paradise of rest for weary feet; and a paradise of economy for weary purses.

This ad is selected from among those which have appeared in Printers' Ink. It is shown here to give an idea of the effects secured by good display.

All Business.

Alarm Clocks 65 cents.

Another annual event with us is the "Alarm Clock Sale." It will commence to-morrow morning and end Monday, the 29th.

These clocks are the same as are regularly sold here for 80 cents, and by others for $1.00.

They are made by the Waterbury Clock Company, and we guarantee them in every way for one year.

They are good time keepers and as alarmists they know their business.

Who Knows What "Bottom Prices" Means?

Three-Quarters

of the cost of painting your house goes for labor; only ¼ for the material. You may not have to paint it again for 5 years. It is, therefore, more economical to buy the best. We are manufacturers' agents for these goods and can give you the best at bottom prices.

For a Photographer.

A Man Is Known

by the photograph he gives and the same rule applies to woman.

When you give to a friend a reproduction of your features, isn't it better to give a nicely finished photograph that will not fade quickly, but will last for all time?

That's the kind you get here.

For An Optician.

"Just Splendid."

We doubt whether there is any one little thing on earth that will afford an elderly person so much pleasure as to find a glass that will give them good vision after their eyes once begin to fail; something that will "make them see like they used to."

Let us but once get a pair of our glasses on any one and we invite them to "try" others to their heart's content—such comparisons only bring out the superiority of our glasses and the excellence of our work.

Cough Syrup.

Do these cool nights and mornings make you cough? Kinner's White Pine and Tar Cough Syrup relieves those little annoying coughs at once. It heals any throat irritation and relieves the air passages of all unhealthy secretions. 25 cents a bottle.

Wants to Sell Calendars and Quotes Prices That Prove It.

Have You Calendars Enough?

It is going to be 1900 a long while, and by and by these beautiful day markers which we are now anxious to sell will be as scarce as diamonds.

It's a way they have nowadays. One for each room in the house is hardly too many.

Get enough while they are still to be had.

Get enough while they are being sold at half price here.

We've not more than 100 left of our importations of many thousands.

Goes Straight to the Point.

Cures Colds.

The Central Pharmacy prepares a cure for colds, "White Pine Syrup, with Tar," that does wonders for people so afflicted. It is composed of soothing remedies, compounded in precise proportions, and it alleviates the irritated membranes of the throat and removes the soreness from the lungs. It does not stupify—IT CURES.

That's one reason why many prefer White Pine Syrup With Tar to any known remedy. 25c a bottle, at the Central Pharmacy.

Always Take Time By the Forelock.

Paint Now.

Our large force of carriage painters are having an easy time just now. A little later they will all have their hands full, as everybody wants a good paint job for early spring. Therefore, if you're wise you'll bring your carriages and wagons to this shop now. We will give the best kind of a job at prices which no other manufacturer can meet.

For a Business College.

Wanted: Young Men for Business.

Bright young men may readily secure very desirable business positions after learning shorthand, typewriting, bookkeeping and office work at our school.

We are constantly receiving more calls for help of this kind than we can fill.

Good positions assured to the right kind of young men. Such places pay good salaries and offer the best chances for rapid promotion.

Day and night school or instructions by mail if desired.

Send for interesting booklet free.

An Ax Ad.

Woodman, Spare Not

that ax, for if it's a Bradley ax you can chop and chop and chop and be better satisfied each day. We'll guarantee the satisfaction, every time, or give you a new ax for a poor ax, or your money back.

Other kinds of axes at lower prices, but none so genuinely cheap as the "Bradley."

Everything for chopping, and sawing and splitting, cross-cut saws, buck saws, saw-bucks, beetles, wedges, powder and fuse, if you need it; and all at guaranteed prices.

Piano Persuasion.

Play While You Pay.

The idea is this: You select a piano from our wareroom and pay a small deposit down, and we will deliver the piano in your house with a beautiful stool and scarf. You then make a small payment each month until the piano is paid for. Understand, you have the piano while you are paying for it, and no home is complete without a piano. If you can't call, send us your name and address on a postal card, and we will send one of our illustrated catalogues, which gives a full description of the different styles we make, also the prices.

Dinner Sets.

One Good Point

in our "stock pattern" dinner ware is that you can buy just what pieces you want. Different families have different needs, and if you buy a set with fixed number of pieces you may buy some things you don't need and you may lack some you'd like to have.

In a "stock pattern" you buy what you want when you want it.

All About It.

$2.50 Corn Sheller.

It's the "Champion," and it's rightly named.

We think it has no equal—certainly none unless you pay three or four times the "Champion's" price.

Its work is easy and rapid. It runs on ball-bearings, has an automatic adjustment so that all kinds and sizes of corn can be shelled without readjusting; and it can be fastened to any box or plank in half a minute without bolts or screws. You ought to see and try the "Champion." It is fully guaranteed.

Attractive.

Clean Squares—The New Candy.

These are generous blocks of savory sweetmeats, with a snap of newness that the candy eater will enjoy. The rich sugar cream is mixed with chopped pineapple, or chopped French fruit, which make a delicious composition. Ready to-day, at 20c a pound.

Good Talk.

A Few Words About Wood.

We make kindling from body wood, using no slabs. The advantage is you get all wood, not half bark. Price of kindling wood is twenty cents a box, or six boxes for one dollar, and the boxes are large, containing fully twice as much as barrels sold by peddlers. Hickory wood is scarce, but we have a quantity of excellent quality, second growth, sound, body wood. Can cut any length you wish and make prompt delivery.

Here's a Bunch of Inventory Sales Ads.

3 Days More

before stock taking, which means three days of the lowest dry goods pricing ever heralded on a newspaper page. The news has spread from house to house of the great price wonders at the Colorado, resulting in the most crowded aisles and the most rapid February Dry Goods selling ever in this city.

Inventory Sale.

Inventory prices mean money saving prices to you and to us. If you can buy at a third or a half off the regular price—that's money made. If we can dispose of surplus stock that's money saved by us. These for tomorrow:

Some Stocktaking Bargains.

It may not be interesting to you to know that we began stocktaking this morning, but it will interest you to learn that there will be big bargains here this week just as there were in the three weeks that have passed—as great bargains and in some instances greater. A few follow:

We're conducting a clothing sale with a money-saving meaning to it, to you.

It's pretty well established by this time what kind of clothes we sell.

We take inventory February 1st. We're willing to knock off quite a few dollars on Suits and Overcoats rather than inventory them.

We think you'll help us to do it by helping yourself to our present offerings, which are 'way out of the ordinary. Our present selling prices in fact flavor of cheapness, but you'll be happily surprised at their true meaning to you.

Now think of it:

Our $15 and $18 Suits and Overcoats, $10.

Above $18 to $25 Suits and Overcoats, $15.

Every garment an example of first-class tailoring.

Pass the good news to your friends.

For Weather Strips.

Leaky Windows

and leaky doors—doors and windows that let in the cold and hungry and thievish outside air—air that stealthily steals your coal—lots of it, your comfort—lots of times, and often the health of your child who lives much nearer the floor level than you do.

You don't need locks and bolts to keep out that thief, you need Roebuck's Elastic Cushion Weather Strip. It will save lots of coal and comfort, and possibly the life of your child. Any one can apply it; it's not expensive, and comes ready for all kinds of doors and windows.

Ask us for Roebuck's Elastic Cushion Weather Strip.

A Little "Sassy," Perhaps, but Good Nevertheless.

If I Should Tell You

how I make my sauerkraut you'd know as much about it as I do.

Germans, and people who are not Germans, come here to eat sauerkraut because they know they get the genuine article.

When you're feeling sauerkraut inclined, convey yourself to

Kroher's, 66 Temple St.

Quite Convincing.

This Week It's Tea.

We don't believe there is a better grade of tea in the city for 50 cents than the Japan or mixed we are selling at that price. Our customers back us up in this assertion; they say it's simply "immense" and "touches the spot every time."

Other grades at 60 and 75 cents are great sellers.

A Small Ad That Says a Great Deal.

Your Beer.

Your five cents pays for your beer but it does not pay for "a headache in the morning"—you'll agree to that. When you buy Gold Medal Beer you skip the impurities that give you headaches. You get a pure hop and malt drink, that's why. But you get sparkling life in it, too.

Ladies appreciate a 40c. box of Huyler's candy more than any other gift costing five times that money. They prefer Huyler's because of its purity—of its being the very best candy made. Petty's sell it in Newark exclusively at the Huyler's price, 80c. a lb.

Presents Free for the Boys.

We're shouldering part of jolly old Kris Kringle's work by giving the boys some splendid presents with the clothing they buy. Not cheap trash, or worthless "souvenirs"—but well-made, acceptable gifts.

Practical printing presses, upright steam engines, bagatelle boards, club skates, games, and a host of other things, such as silver novelties, etc.

Watches presented to purchasers of men's suits.

Look through the line, and at same time you might see just what we're carrying in boys' wearables—it'll well repay you.

"Punch and Judy Show" going on every day in our window—better take it in!

Open evenings until Christmas, beginning Monday next.

Mackintoshes for Presents.

Delicate, artistic wraps of silk, lace and chiffon are ornaments to wardrobes and charms to the fancy, but storms and blizzards come, and many women and children must face them. That's why we give as much thought to the sheltering, ungraceful Mackintoshes as to the dainty garments for sunshiny weather. You surely know a woman, or a little girl, whose Christmas and after days will be made pleasanter for the gift of a Mackintosh. You can give the comfort without extravagance.

Calendars.

Last year we had calendars at $6 and $8; this year our highest is $3.50 and customers tell us they've seen nothing finer.

Our own calendars, 10c. to 35c are equal to the foreign ones at 25c. to $1.50. In envelopes ready for mailing.

Presents for Smokers

Not hard to select a present for him—if he smokes. The Annex is prodigal with bright and useful articles that he'll appreciate. Impossible to prepare a full list for the press. Mere bulletins must suffice.

Silks that Men Can Buy.

Each Christmas we choose two or three hundred styles of silks and cut off the proper lengths for skirt, for petticoat, for waist, for dress—each neatly tied with pretty ribbon.

We have the selections in Black Silks made—so, if you, Mr. Man, care to surprise your wife right away with silk for a garment or costume, you may choose today.

Dress length for $10 or almost any price up to $28.

Waist length, $2.25 to $6.75.

Skirt length, $5.75 to $8.

And black silks are best gifts of all.

The Ideal Christmas Gift

is a Phonograph or a Graphophone. These are among the few things that are perfectly suited to all ages of either sex and yet appropriate and acceptable as Christmas Gifts.

Almost everybody enjoys these truly wonderful machines. The baby coos with delight at the strange sounds that issue from them; the older youngsters look anxiously for "the man in the horn," and the grown ups, from sprightly eighteen to tottering eighty, seem never to tire of the good music and bright speeches which are so faithfully and clearly reproduced.

They make life better worth the living to the sick, and others to whom outdoor pleasures are denied, and as home entertainers are unequaled by anything that can be bought at several times their cost.

You are welcome to hear them, either or both, in our basement Phonograph Parlor.

Summer Skirts and Waists

When you can get a stylish homespun skirt for $3.95 fashioned on the latest lines by master designers, is it worth while to bother with making? At $6.05 we have them in gray plaid homespun—and they have style that your dressmaker could not put in them. For traveling and dusty days anywhere there's no finer skirt than a mohair. We have black Sicilian skirts, cut in flare style, at $4.95, and of black mohair, habit style, at $2.95. For a skirt for all-around use few clothes equal the storm serge—for outing, traveling, semi-dress and housewear—they are cool, neat and appropriate; here at $4.95 and $7.50.

This ad is selected from among those which have appeared in Printers' Ink. It is shown here to give an idea of the effects secured by good display.

A Cut in Price and a Reasonable Reason for It.

10 Per Cent Off Wool Rugs.

It must seem very strange to offer 10 per cent off such good, new carpet squares. Well, our only excuse is that we've too many of them—more than we can handle.

These are best quality—English all-wool carpet squares; an excellent make to wear; and the range of patterns is the largest we ever had. There are all colors, for dining rooms, sitting rooms, bedrooms.

All sizes from 2½x3 yards at $8.50 up to 4x5 yards at $22.50, now all at —10 per cent discount.

Excellent Introductory for a Good List of Prices.

Here's Hunter's Headquarters.

The opening week's selling proved a big success—the reason is plain, endless variety, unequaled quality and matchless prices tell the tale. It's only the beginning—there's a long season ahead, plenty of game—you'll need more of Hunter's goods than ever—come to headquarters for them. We'll give you quality, quantity and the lowest price at all times.

The Assurance of This Headline Will Sell Hats.

We Have the Hat For You.

It has the form and finish, and the staying qualities that characterize the leading hats of the day. It will give you an easy bearing, it will fit perfectly. It will give you a stylish air, even though you're not self-conscious in the least. The price may reach $3. Then again, perhaps, $2 will be enough. It's just as you say.

How About Styles and Prices?

Rain Coats.

If you want style, warmth and comfort on a rainy day you ought to have one of our handsome rain coats.

They look and feel like an all wool coat—but unlike a wool coat they won't take water.

All About It.

Two Ways to Chop.

One's the old-fashioned, slow, unsatisfactory way—with chopping knife and tray—the other's the up-to-date, easy, labor saving, food saving way—with the "Enterprise Food Chopper." It chops all kinds of meat, raw or cooked, and all kinds of fruits and vegetables, into clean cut, uniform pieces, fine or coarse, without mashing, and with great rapidity.

Unlike other choppers, it has four cutters, including nut butter cutter—a steel ring takes up the wear—a flanged screw makes it juice tight.

See them in our south window, priced $1.25.

Appetizing.

Jellies by a Rocky Hill Lady.

The real home-made kind. Just the sort a Connecticut housewife can put up. These fall evenings make one think of the winter when jellies play such an important part in the household menu. For the children's lunch or for tea, they will be handy to have. These jellies have the right consistency. Crabapple, currant and wild grape; 10-ounce tumblers, 25 cents.

For a Dentist.

Don't Wait

until bitter cold weather, but come now while the weather is fine to have your old teeth out and new ones in. It is as bad to see what the dentist is doing as it is to feel the pain, therefore don't bother with cocaine for having out a number of teeth, under its own or any other fool name the painless fakir may invent for it, but come straight to us and take gas and make one clean job of it, free from pain and free from fright.

Sets $5.00; repairs free as long as the plate lasts. 22-carat gold crown and bridges $5.00. Gold fillings from $1.00, according to size. Extracting, with gas or cocaine, 50 cents; with sets free.

Open all night, Sundays and holidays.

Headlines That Give Wanted Information.

Flannel Suits, $6, at the Globe.

These handsome outing suits for men and young men are in great demand. We have an unusually fine line in blues and grays, relieved by modest half-inch stripes. The suit consists of double or single-breasted coat, and trousers. The price is low, very low. The quality is good, very good. Six dollars and up at The Globe.

A Vacation Suggestion.

Can You Play a Violin?

If not, learn to play during your vacation. If you can, be sure to take one with you. Of all instruments the violin ranks first. The sounds produced are most exquisite. Our prices range from $1.50 to $150.

We furnish free with each violin, a fine bow, a cake of rosin, a violin mute and instruction book.

A Good Ad for a Caterer.

We Cater

at the very swellest festive occasions in all the State. We have every facility for catering properly, and we know "what's right" in every case. We like catering at the big parties, of course, but we are just as careful at the small ones to do our work in faithful, faultless style.

Costly caterers? Oh, no, we're not. Estimates cheerfully given any time.

Bug bothered People Won't Skip This One.

Bed Bugs

and other vermin breed fast in these hot days. We have the stuff that kills 'em quick and they stay dead. 10 or 20 cents will rid your whole premises and save you the worry and mortification of having them around any longer.

All kinds of moth balls, sink and closet disinfectants to keep premises sweet and clean this unhealthy hot weather.

For a Livery Stable.

A Tony Rig.

That's what you want when you go for a drive any of these fine summer afternoons, and that is just what every turnout in Peffers' stable is. It is a matter of pride and business with Peffers to send out only handsome rigs on all occasions.

Ought to Catch the Man with a Dog.

Without A Flea.

There are three little puppies in our window. They are as clean as clean can be—without a flea, or anything but what a dog should have. The reason is a general use of Zenner's Disinfectant. A preparation especially for dogs.

Good one for a Printer.

Procrastination

Is the thief of time—it is also the robber that steals from many a business man the opportunity to become wealthy.

It isn't a bit too early to plan for something good in advertising for fall business.

You're going to have a circular, or a booklet, or something of the kind, and it is always better to be early in such matters than late.

For a Dentist.

We Don't Hurt You

one bit when we extract teeth—our vitalized air drives all the pain away. It takes skill to extract teeth properly, just as it does to fill or crown them. You'd better go, then, to a dentist of long experience and proven skill; come to us. Painless methods; modest charges.

Here was a Chance to Print $5 Low Prices.

Second-hand Bicycles.

We want you to know that we will sell you a second-hand bicycle cheaper than any one else in Hartford.

We don't guess we will—we know we will—we have 35 good second-hand wheels and also some new slightly shopworn wheels that must be sold and if you want to buy a wheel at an unheard of price come to this store.

Just as a Reminder.

You're in a Hurry

Going away in a few days, and you don't just know what you'll need to wear while rusticating. Very well; drop in on us any day now and you'll not forget any of the outfittings that you should have along with you. Let's think it over now. A suit case, an umbrella, negligee shirts, leather belts, collars, cuffs, etc., neckwear changes, a soft hat, a straw hat or a cap, some fancy hosiery, a bathing suit. $1 negligee shirts are now 75c. Straw hats at half and other prices that'll make you think well of our store.

A Brief Shoe Ad That Will Be Believed.

"Another Pair Like These."

A man came in here the other day and wanted "another pair like these."

"These" were a pair of our men's sterling calf $2 shoes. He had worn them since early spring.

We think so well of them that we guarantee every pair that leaves the store.

In broad or narrow cap, and medium plain toes. Lace or congress. All styles, $2.

Good Enough.

Eye Glasses.

The most expert examination, the best lenses, good serviceable rims, or gold-filled mountings, and the price is $1.50.

Perhaps you think you should pay double this price to get the best. That is wrong. There are no better lenses than we give you, and few specialists that can fit your eyes so well.

Guitars and Mandolins.

Play upon a Harwood

guitar or mandolin and you will never be satisfied with any other. Harwoods possess every quality which appeals to the musician.

Sweet singing tone.

Easy fingering.

Distinctive beauty in shape and finish.

Thorough construction and finest materials.

Harwoods are Kansas City products, and guaranteed in writing for five years.

Don't fail to send for illustrated catalogue if you can't call. They are free.

A Good One for a Bank.

Frugality, economy, a bank account with a strong banking institution are three things that promote individual prosperity.

Be sure you get to the Mechanics National Bank, the bank with more than a million dollars behind it.

Write for illustrated book on bank affairs.

This Advertiser Should Have Printed Some of His "Short" Prices.

Trunks

made for actual service in every size, expensive or cheap. They're built with all the trunk-style that's practicable, and handsomely finished even to the three-dollar kind. Trunks for little trips or long journeys; but the prices are always short.

For a Painter.

No Time Like the Present.

Paint the house now—if it needs it—to paint at the right time is to economize.

We have the workmen to do the work—and do it properly. We also have the kind of paint that looks best—and wears longest.

Good Argument.

Three Profits.

This is what you had to pay when beef, iron and wine sold at one dollar—the manufacturers, the jobbers and the retailers.

We now make it ourselves, in our own laboratory, saving you all but our very low margin of profit.

This is the reason that we can offer you the very best article at 35c, three bottles for $1. Poor in price, but rich in quality.

Makes Just One Good Point and Makes It Well.

Pianos That Stand

There are any number of pianos that look well and sound fairly well—at the start. You can buy cheap pianos that do that; but a piano should be made to last a lifetime. If it only "stays good" a few months it is dear at any price.

EMERSON PIANOS

are of the kind that "STAND." They are safe instruments to buy. They stand the wear and tear of every day usage, and with ordinary care three generations of children may practice on one. Besides their known goodness you have our guarantee—exchange if not satisfactory.

A Wine Ad that Ought to Prove a Winner.

$1.50 a Gallon, Jug and All.

We start this California wine ad off with the price, because $1.50 never bought a gallon of such good wine in this city before.

We told you about this wine last week, we told you the price was very small for such rare old wine.

We told you of its age, its purity, its flavor and several other things.

We told you it was put up in those handsome German blue stone canteens.

We are more enthusiastic this week than last because we sold a good many gallons during the week and we had a great many people taste it, and what did they say?

They all enthused over it; some smacked their lips and said:

"Gee! but that's great stuff."

And one man went into a spasm of delight and said:

"Wouldn't it knock your eyes out?"

Of course this great wine wouldn't knock anybody's eye out, but it will knock out any hankering you may have for any other wine.

Ladies should remember that this is a family liquor store and women can trade here as well as men.

Credit Talk That Convinces.

We Sell as We Advertise.

Most stores that promise easy credit never intend to sell as they promise.

We publish the exact terms of credit we offer. We have nothing to hide, we treat everybody alike and we fulfill every promise we make. You can always depend upon every article you buy here, and you can buy it on the most liberal terms of credit offered—if you need your cash. Only one price to everybody. Credit buys as cheap as cash at this store. Our terms:

$5.00 worth of goods, 50c down, 50c a week.

$10.00 worth of goods, 75c down, 75c a week.

$15.00 worth of goods, $1.00 down, $1.00 a week.

$25.00 worth of goods, $1.50 down, $1.50 a week.

An Attractive Headline and a Good Ad.

How's This for Low?

A portable stand, lamp, best tubing and goose neck, complete for only $2.25.

New style Holophane (all light) globes, brilliant as the sun, for Welsbach lights.

Mantles, 10c; chimneys, 2 for 15c.

A Happy Headline Followed by Brief But Very Convincing Talk.

New Beauty in Black Silk Waists

We give you brief descriptions of six new black silk waists—but there are many more just as handsome. Style and quality and making considered, these waists are values of an uncommon order.

You should see them—all of them, and know their prices.

This Ad Will Find a Ready Response from Many a Mother's Heart and Pocketbook.

Shirts for the Boys.

Most youngsters look forward to the time when they can have a really, truly shirt just like papa's. If your boy is six years old, you can fit him here. We have them for boys of that age and on up to sixteen years, and can show you stiff bosom white or colored styles for 25, 50 and 75 cents each.

Brief and Business-like.

Men's Mackintoshes.

Just eighty men may share in this offering. It comprises various odd lots, all good styles—box-coats—in desirable patterns. Some of fancy mixed cheviots; others of black and navy blue serge; all with velvet collars; all seams sewed, strapped and cemented. Guaranteed waterproof. Many of these mackintoshes are of the grade for which we asked $8.50—a moderate price. None in the lot is worth less than $7.50. Choice at $5. And just at the time when mackintoshes are in greatest demand.

CURES COLDS

The Central Pharmacy prepares a cure for colds, "White Pine Syrup, with Tar," that does wonders for people so afflicted. It is composed of soothing remedies, compounded in precise proportions, and it alleviates the irritated membranes of the throat and removes the soreness from the lungs. It does not stupefy—IT CURES.

That's one reason why many prefer White Pine Syrup With Tar to any known remedy. 25c. a bottle, at the Central Pharmacy.

This ad is selected from among those which have appeared in Printers' Ink. It is shown here to give an idea of the effects secured by good display.

Barely Escaped Being Good—Lacks One Essential, Price.

A "Stock Pattern"

Is a pattern of dinner ware in which we sell any number of pieces you wish—you are not confined to buying a set of a certain number of pieces which may contain some things that you don't need and which may lack some things important to you.

These stock patterns come in all grades of ware. It's by far better to buy dinner sets this way.

"Walk in and look around."

This One is for Beer.

When You Drink

F——'s Beer you are drinking a beer of the finest quality.

You only have to try it in order to be convinced.

F——'s Beer is a pleasant hop and malt drink—it is pure, bright, wholesome and will do you good.

A Piano Ad.

Whatever Piano

You buy from us—whatever the price—we guarantee it to be just as represented. We couldn't afford to do otherwise. We have the best pianos money will buy, and we are willing to prove that fact to you in every legitimate way. Call any time, our prices are always low.

Sensible Talk for a Dentist.

It takes Time!

It takes time to properly perform dental work. It takes skill, too. When a dentist's practice keeps his time fully employed—as ours does—and he is willing to put a fair, not an extravagant, value to his time—as we are—he is able to make prices to the patients he serves that are reasonable—as we do.

It's always the dentist of little practice who must charge his few patients exorbitant prices—and the dentist of little skill whose charges are less than fair—less than ours.

Teeth can be extracted without pain—without sleep—without cocaine—and consequently without danger. Our "Newest Discovery" proves it.

The Right Thing at the Right Time.

Wrapper Comfort

Wrapper comfort days are upon us. Eighty in the shade means wrappers and dressing sacques. Not that it does not mean lots of other comforts, but with lady folks these are imperative. We have made big preparation to fill all these wants. Have bought (or rather have made) wrappers with more goods in them than is usual with store wrappers, being wider and fuller cut every way. Stretch them out on a table and lay your wrapper pattern over them and you will find ours as large every way—as neatly stitched, too. The only difference is found in not having any trouble to make them, no cutting, no stitching, but here already to slip right into.

A Good Scheme that can be Worked Anywhere.

"Turk" is the Dog

That won the ten-dollar collar offered by C—— & T—— to the first dog brought to their store having a neck large enough to wear it. He is owned by Druggist Greenbaum, of this city. "Turk" is an English mastiff, 22 months old. His neck measures 34 inches. He weighs 192 pounds, is a great favorite with everybody and has already rescued several children from drowning. In summer he lives principally on ice cream soda. He wears the new ten-dollar collar very proudly.

See our superb collection of Dog Collars.

Bicycle Bait.

One Dollar for a Bicycle.

It's a second-hand wheel, to be sure, but its worth much more money.

We've got second-hand wheels to burn, or scorch. The biggest stock in the city.

Second-hand Wheels $1 to $20.

There are some exceptionally fine bargains among them, too, and every one of them is well worth the money we ask.

Our repair shop is an important part of our business and we are ever ready to repair your wheel skillfully and scientifically.

Here is a trio of Turkish bath ads that present a striking contrast to most ads of their class in that they give reasons why one should take Turkish baths. They are from a series of daily changes, each of which makes a single good point briefly and interestingly in a two-inch single column space, and the Turkish bath establishment that cannot produce ads better suited to their own special needs would do well to copy these just as they are.

Spend a Summer's Night

Within the luxurious confines of these modern Turkish Bath rooms if you are in quest of health and invigoration during the sweltering heat of the warm season. Nothing will make you feel better than a Turkish bath.

Wheelmen's baths during summer months, 25c.

Your Skin is Black

with the excretions of 7,000,000 pores in the body, though the phenomena is not visible to the naked eye. Nothing will cleanse the pores and keep you in a healthy condition like a Turkish bath.

Keep the 7,000,000

Pores of your body in constant and natural activity and you can defy disease. Your bath tub won't do it. It does not remove the dead skin. What you nsed is a Turkish bath to tone up your system. The best place in Hartford to get it is at the Hartford Turkish Bath Rooms.

Wheelmen's baths during summer months, 25c.

For a Livery Stable.

If you hire a horse and carriage at my stable you needn't be afraid of getting one like Dave Harum sold to Deacon Perkins, or one that will give you uneasiness or trouble in any other way.

All Right.

Bicycle Suits Cleaned.

Despite every care the bicycle suit will soil. Send it to these works or ask us to call for parcel, and we will take all the spots and stains out and return it to you looking like new. We are very prompt with our work.

Serge Suits.

If you travel or stay at home—no matter how many suits you have, the occasion is sure to arise when you'll need a Serge, just for style and comfort.

Don't want an expensive one? Then these $15, $16 and $18 ones at $12.50 are what you want.

Prefer the best made? Here it is at $35.

Serges are a specialty with us.

Good Introductory Talk.

The Silk Clearance.

The hot weather seems to have but little effect on the economical silk seekers. But then, when prices are so low, styles so desirable and the store one of the coolest places in town it is little wonder the crowds are large. Lots are becoming smaller though—some are completely sold out. Good assortment of these will greet you this morning, however.

Gives Reasons.

Why Furniture is Cheapest Here in August.

One of the chief economies of this business is its many-sidedness. The business organization handles its part of all; experts choose the goods and guide the technical part of the several sections. But the business management is general, and so is the rent, the delivery and such things.

To skip dull months, which are wasteful, we turn certain lines of goods into otherwise dull periods. Furniture goes in August, and so on. The goods are abnormally low in price at these times because

We divert specially bought lots to these sales;

We place large orders for goods months ahead, to be made up in the regular standard fashion, but at odd times—hence, cheaply;

We sell at less than usual profits to help accentuate the bargains and turn business into these saved-from-dullness weeks. So the economies are very real and very great, amounting to a fourth to a half off usual prices. And these prices apply to more than half of the Furniture here.

A Seasonable Special.

Glass Fruit Jar Filler,

only 9 cents each. Every one who puts up fruit of any kind wants one of these can fillers. They are easily cleaned and kept in order. Will fit any fruit can.

A Printer's Query.

Did It Ever Occur to You

That perhaps good, satisfactory, well-dressed printing can be procured at a lower rate than you are now paying for the unsatisfactory kind?

We believe it will be worth your while to come in and let us figure on your copy.

Carriages.

Between New York and Boston

There isn't a carriage repository that can show the variety of vehicles now displayed on our floor.

We represent the best manufacturers in the world and every wagon or carriage found in our stock is trustworthy in every respect.

A tip as to the variety we carry is found in the fact that our top floor has a showing of forty carriages and there are not more than two alike.

There are a few carriages that have been here too long; we will close them out this week below cost.

He buys wisely who buys here.

For a Restaurant.

Keeping Everlastingly at it

Is good advice—as a rule. We are going to "keep everlastingly at it" until we convince the people there is but one high grade—high grade in location, surroundings, service and cuisine—popular-priced restaurant in Buffalo.

To further demonstrate this fact and to test the advertising value to us of the Evening News, we will sell to any one presenting this ad. —any day this week—

Seven 25c. meal tickets for $1.25.

Good for Breakfast, Dinner or Supper.

Stationery.

For 24 Cents.

During this week those who visit our store can buy the finest box of the latest shape and tints in Note Paper—24 sheets and 24 envelopes.

With each box will go a stick of perfumed sealing wax, any shade you select.

Another One on "Paying for a Name."

Furs.

A philosophic friend says that there is vast difference in the way business reputation is made use of. As a rule, a business name is used as a charm to raise prices—in the belief that people will pay more for a hat or a muff or whatever is being bought, because of the name that is in it. The Wanamaker way is different—the good will you bear the store; the faith you have in it, is only a basis for that good will to grow. As a rule, one pays least for a thing bought at Wanamaker's—but there is no broader guarantee of excellence.

That's it in a nutshell—maybe we do not quote the exact words.

It's worth thinking over in fur buying.

Alaska Sable Scarfs, finished with 8 tails, $7.50, $8.50 and $10.

Mink Neck-Scarfs, trimmed with ten real mink tails, $13.50.

Storm Collars, dyed Alaska Sable; lined with fancy silk and trimmed with eight full tails, $15.

Electric-seal Collarettes, high storm collar, long tabs; four tails, $12.50.

Electric-seal Jackets, made from fine skins—22 in. deep, $55; 24 in. deep, $60.

Restaurant.

Warm Suppers.

We are making a specialty of serving first-class suppers for 25c. They are a success too and you won't find any fault with them.

Seasonable.

Special Sale of Golf Capes.

Fifty came this morning. All the latest colors and combinations, beautiful and durable qualities. The very newest styles.

They're from Beifeld's celebrated cloak house.

The prices run from $4.98 to $16.50, and there's many a jewel in the lot.

A Newsdealer's Ad with a Point in It.

Daily and Sunday newspapers delivered to your door (not yard). We also sell all of the popular Magazines and Periodicals. Anything that we haven't got, we'd be pleased to get.

Boys' Clothing.

Bring All Your Boys,

Leave none behind—we'll clothe them cheap and well. Nowhere, elsewhere, will you find the bargains we now sell.

Suits of all wool. In vestee and small collar suits. Full run of sizes. Overcoat of ribbed woolen cheviot in blue. Boucle Reefers and astrackhans. These are smart little garments and their usefulness is enhanced by the daintiness. These are actually of the value commanding a price of $3 elsewhere.

A Strong One For A Cough Remedy.

Are Your Lungs Worth 40c.?

Then why do you cough all day? Simon's Wild Cherry Balsam will relieve you the first day. It will stop that cough in a few days more.

We know all about it, because we make it and have sold it for years. It is not a cure-all; it is just a cough cure, and a good one at that. It's made to cure. That's why we sell so much of it. We recommend it, and we believe in it so much that we say: "Your money back if you want it." When you use it once you will believe in it, too. Are your lungs worth 40 cents?

Seems Sincere.

Men's Shirts.

Several years ago we determined to sell better shirts at a dollar than a man could find anywhere else. We are doing it—to-day's perfection possible because the excellence of the first attempts won friends who stood firm. It was only by making a large business of this item that economies came—and economies had to come, if we were to sell better shirts than you had known at the price.

White shirts, laundered. Open front, open back, open back and front. Long bosoms and short. Comfort. $1 a shirt.

Tells of Price Pruning.

Petticoats

50c; rose-colored sateen, with metallic stripes, with deep umbrella ruffle, trimmed with four cords, ruffle faced.

Earlier in the season, when we had all colors, we sold them for $1.25.

Monuments.

Skillful Workmen

Are employed in the making of our Monuments and we warrant all our work to be satisfactory, for every detail of our business is looked after by people who know how. Our stock is worth looking over.

What Better Advertisement Could a Men's Furnishing Store Have?

Men's Collars.

We have the regular 25c collars—so do others—just like ours. Our two-for-a quarter collar is different from any other.

We had the two for a quarter collar made for us because we thought that was a popular price. We had it made better than the usual two-for-a-quarter collar and actually as good as the ordinary 25c collar—incredible as that may seem.

Five-ply, and linen on both sides—fine linen, too. Accurate sizes, all the leading styles. 2 for 25c.

For Any Line—Good Heading.

Some Things To Think About.

We have not a single dollar outstanding. We buy every bit of clothing, shoes and hats for spot cash. We are "out of the high price district." Every one of these facts tends toward lowering the cost of merchandise to you, and we do not lose a point to attain the very bed-rock of low prices. You pay us cash or else you do not buy at our prices. But when you do buy you are confident that you never purchased so much value for so little money before.

Men's Shoes.

Come Here and Choose For $2.50 A Pair of $4 Shoes

These are $4 shoes judged by the prices asked for shoes in this city and New York. In this lot you may pick from White Brothers Box Calf or Russia Calf Shoes. These are in blacks and russets. The shape is that full generous winter last which is protective as well as pleasing. We have all sizes and all widths. All shoes are lace. Made with six styles of toes.

Men's Blue Serge Suits.

The ideal summer fabric, the best of all the seasonable suits for outing, travel, business, semi-dress—anything. A suit that can be properly worn and thoroughly enjoyed any place and time. But there are serges and serges. The ill-fitting, poorly-made suit of any material is trying enough, but a poor serge suit is doubly so. We'll leave to your imagination the effect of a faulty serge suit, with shapeless outlines, stretched edges and raveled seams, and remind you that this store is selling Blue Serge Suits of most dependable quality, thoroughly good in workmanship, of only fast color dye. The perfect-fitting sort, in which you will feel cool, comfortable and entirely satisfied. We are ready for the army of men who want a Blue Serge Suit this season, and can fit you, no matter what the size, in single or double breasted sacks, made in all the variations of style and trimming. Our prices are much the lowest in either city for such high-grade productions—

$6.90, $8.50, $10, $12, $15, $18, $20.

This ad is selected from among those which have appeared in Printers' Ink. It is shown here to give an idea of the effects secured by good display.

Has an Honest Sound.

Say ! That Arnesco

just did wonders for me," was remarked by a customer the other day. " I thought I had heart disease the way my heart thumped, my eyes and skin were yellow, and everything I ate seemed to fill me with gas ; now my appetite is great, my bowels act regularly and I never felt better in my life. I shall always keep Arnesco in the house. A dose will do any one good any time." We are receiving just such testimonials daily. If you don't feel well try a bottle.

Price 35c a bottle, and your money back if not satisfied.

An Excellent Ad for a Gas Company or a Dealer in Gas Ranges.

Broiling by Gas.

You'll never eat a fried steak after you've once tried a gas broiler—

The lower oven in a gas range is a wonder worker for roasts and broiling—

Juices of the meat are retained —both sides of a steak are broiled in four minutes at an expense of one cent—

With coal half the juice is lost, the cost is one-third more and the inconvenience and dirt and worry can never be figured—

There's comfort and saving and good eating in burning gas.

Makes One Fudge Hungry.

Walnut Cream Fudge.

Everybody knows how delicious home-made fudge is. Here it is at its best. The finest handmade French cream and choice walnut kernels boiled together and flavoied with pure vanilla, chocolate and the fresh fruits—strawberries and oranges. You can't guess how toothsome it is, unless you know — then you'll wonder that it can be sold, as it is to-day, for 20c a pound.

Convincing.

. . $1.48 . .

isn't very much for a lady's Oxford, but we've got some in tans and blacks that are good ones—so good, in fact, that lots of shoe dealers get $2 for this same shoe.

A catalogue would describe them something like this :

Ladies' glazed kid Oxford, tan or black, straight kid tip, medium toe, military heel, kid foxed.

Mightn't it pay you to see them ?

Attractive.

Japanese Wash Silks.

Sixty-five styles of the real Kaiki corded silks have just arrived after a land and ocean voyage of over 12,000 miles. We are willing to go a long way for something particularly pretty,and these unusually dainty styles will justify the trouble. There's almost any color combination, they are full standard quality and the price is but 49 cents a yard.

A Good Ad That Would Have Been Much Better with Prices.

Lawn Mowers.

Almost any lawn mower will run easily and cut cleanly when it's new—that's not the test.

It's the way the mower runs and cuts after it's been used a season that distinguishes a good from a poor mower.

You expect a lawn mower to last more than one summer.

The only way to know that a mower is going to wear is to buy the tried and true make—the genuine Philadelphia.

For Cameras.

Are You Going to Take Pictures This Vacation ?

Do you remember the many times last summer when you would have liked to snap a pretty or interesting picture, but didn't have a camera ? There are many such people who won't go away without a camera this year. The new cameras are extremely simple —easy to operate and get perfect results. Then developing and printing the pictures has been made easy also. Here are interesting prices :

Very Good.

Women's Bathing Suits.

You'll find here the newest and daintiest styles of bathing suits that are made. Of course we have many styles made especially for our stock — prettier than usual stores care to have them. But we want to show that smart clothes for the beach need not be made at home. They are here all ready to go into the trunk. All the popular-priced sorts as well.

Flannel Suits at $2 to $5.
Mohair Suits at $3 to $12.
serge Suits, $5.75 and $7.50.
Suits of China Silk, $22.50.

A Good Argument.

Wines and Liquors.

It has been frequently asserted by eminent authorities that nearly two-thirds of the crime and poverty of the world was directly traceable to intemperance. These wiseacres should have stated that these evils are due to the immoderate use of wines and liquors of questionable quality, for it is a well-known fact that intemperance is practically unknown in the wine producing countries of the world, where the inhabitants drink moderately of good, pure wines. The good and pure are the only kinds we keep, and we sell them at the most reasonable of prices, as a perusal of to-morrow's list will show.

What About Prices?

China Closets.

Not having a China Closet for your china is like neglecting to frame a picture.

A China Closet properly preserves china and enhances its beauty.

Wise people buy understandingly. When you understand about China Closets you'll buy ours.

Seven styles.

How "Your Uncle" Says It.

Do You Want an Overcoat?

Your uncle may have one to suit you. Over 200 have been unredeemed, and will sacrifice them to pay advances from $2.00 up. Uncle Knoek, 188 State street.

Good Overcoat Talk.

Overcoats are a hobby with Leland this fall. He has plunged on 'em. Surprised many a customer by the size and goodness of his stock and his wonderfully low prices. His line of Coverts at $6, 8, 10 and 12 is unsurpassed at the price, while his black Kerseys at $8, 10 and 12 are all right. His Oxford Mixed and—but, say, you drop in to-night and see for yourself. Leland can fit you out better than any one else in town. What's more, he guarantees you satisfaction, or gives you back your money. You can save by trading at Leland's, 241-243 Main street, others do.

Inviting.

Baths.

It's a pleasure to take a bath at Opera House Barber Shop in the ——— block. Only place in the city where you get pure rain water and porcelain tub, attendant and alcohol rub for 25 cents. Everything new and clean. Try it.

Telling Talk.

A Great $3.00 Shoe for Women

It's the equal of any $4 grade that you know, or we know or anybody else knows. It's better than all the $3.50 kinds in creation. Every pair was made specially from leather in which we invested this spring when the market was "kiting." There's choosing of patent enamel, Chrome tan, kid skin, box and Vitalic calf stocks. A few pairs have cloth tops. We've made some a bit extreme and put perforated tips on 'em. If you want moisture-proof shoes you'll find pairs intersoled with cork. Welted shoes, naturally. You positively take your pick from 34 styles. You get the biggest value ever given for $3.00.

Sensible and Seasonable.

Did You Go Nutting?

No? Well we did and we have as fine a lot of hickory nuts as you have ever seen or tasted and we are willing you should have some if you've got the price. $1.00 per bushel delivered.

Speaking of nuts reminds us of apples, the two go hand in hand. We have some very fine Greening apples for $1.00 per barrel. They are sorted and all sound and you may take your choice from twenty barrels.

Another good thing we have for the long winter evenings that are before us, is the celebrated "Goodale" Pop Corn. The kind you ate with that self-satisfactory smile on your face all summer at the Lake. It is shelled and cleaned and you know just how good it pops without our telling you. 10c per pound, 3 lbs 25c.

We have everything that is to be found in a first-class grocery store at popular prices. Prompt service and courteous treatment.

Traveling Bags.

For Little Trips.

A club bag or a suit case is just what you need for a three or four days' trip! The best can be obtained here at a low price.

Genuine Alligator Club Bags.
Olive or Russet Suit Cases.
Made right, look right, prices right

Counsels Moderation.

Wines and Liquors.

If you drink alcoholic beverages, drink only the best and purest, and drink moderately. The wines and liquors carried by us are all of a very high standard, and the prices the lowest charged by any dealer in reputable goods. For to-morrow we offer these special quotations:

A Good Real Estate Ad.

Ask Hart

about a new eight-room modern house, choice location, very convenient, not far from city hall and stores, built for a private party, but unanticipated circumstances have induced the owner to put it on the market. Located on the trolley line makes it very desirable and attractive. It is a model pleasant home, medium price and on easy terms. It must be seen to be appreciated.

Real Estate Loans.

Give Your Money A Chance.

It takes money to make money, they say. Are the dollars you pay out each month for rent making anything for you? No, of course not. Then why not stop paying rent? By our plan you can buy a home and pay for it by paying the "rent" to us. We simply loan you the money and you pay it back in monthly installments. Easy, safe, sure plan.

A Few Prices Would Have Helped This Very Much.

Straw Mattings From China and Japan

You can't compare our Mattings with those you'll see elsewhere. There are Mattings and Mattings, but the Mattings you'll see here are all made expressly to our order and carefully inspected before shipment. So much for goodness; the patterns are different, that's our aim; the prices are fixed at one small profit over the landing cost; here again your interests are served.

If Prices Are Low Enough To Make People Come Again, Why Not Quote Them?

It's the Same With Whiskies

as with everything else. The biggest stock means the best variety, the widest range of qualities, and consequently the very best buying for the purchaser. Ours is the largest line in D——, and the prices will make you come again. See what we carry in blended: Imperial Cabinet, Rose Valley, Monongahela, Fellman's Ferndale. Very Old: Mt. Vernon, Dougherty. Others: Murphy & Barbor, McBrayer and all straight whiskies.

Makes a Good Point.

A Word About Prescriptions.

We are compounding more and more each week. Many people have found that here they can always get just what the prescription calls for, just at the time we promise, and that the price is reasonable. All druggists use pure drugs, but we go further, and use pure drugs of the best quality. Even the very cheapest drugs may be the purest of their kind—we don't use that kind. Try us.

Goes Into Details.

Compare Our $4.50 Banjos

with those sold by other dealers at $6 and decide for yourself. Here is what your four-fifty will buy of us: Rodger calfskin head, 11-in. nickel-plated rim. 24 nickel brackets, 19-in. cherry neck, raised frets, the best of strings and all the new improvements.

Diamond Talk.

A News Item.

"7,500 Diamond miners are idle at Kimberley, South Africa, owing to the war. Everything at a standstill."

Everything at a standstill but the price of Diamonds. They are busy, in some quarters.

We promise you that ours will remain stationary while our stock lasts.

There is no surer investment.

There's Strength In Brevity.

Bath Brushes.

Get them here—soft or hard—with or without handle. All bristle straight or curved handle and for dry or wet friction; 50c upward.

Tells Its Own Story.

A Store Full of Wedding Gifts

The custom of giving "Something for the home" has become so general that no one thinks of making any departure nowadays. There are many weddings slated for December and we would have you know that this great store is stacked from the fifth floor to the basement with the very things a young couple would appreciate. There are individual pieces of furniture without number; there are rugs, mats, lace and portiere curtains, statuary, bric-a-brac, screens, sofa pillows, but enumeration is out of the question.

Sounds Convincing.

A Carpet Show You Should See

It's in this store—and it embraces something like fifteen hundred rolls. It's the greatest aggregation of fine carpets Hartford has ever seen. It's almost double in size that of any other exhibit in the whole State. The assembling process will be going on for some time yet—but the new carpets are all here—and we're ready to show them at your pleasure.

The carpet section of this store will occupy a third more space this season.

And yet we need still more.

By our advantages—and effort—and by the will of the people—we find ourselves at this time the main outlet for fine carpets in Southern New England. We gained our reputation by fair means—and we shall maintain it the same way.

All Right.

Little Folks' Feet.

Take care for the little feet and the big feet will look out for themselves –

That's the idea—

Now you know why we pay so much attention to children's shoes.

"Wear Wells" and "Academy Shoes"

are shoes we have spent a great deal of time and thought on—We know they are the best shoes for boys and girls that money can buy—

$1.75 to $3 a pair.

Special Sale.

Every Pair of Lace Curtains Drops in Price

The time to buy Lace Curtains will be between Monday morning and Saturday night of this week. If you wish to know the reason, then read the prices we quote in this advertisement. We've made every effort to bring together the handsomest, most up-to-date Curtains that have been produced this year, and we think we have succeeded.

Object of this sale is to make you think so, too.

An Oil Heater Guarantee.

"None So Good"

We offer the Electric Oil Heaters with the guarantee that they will give out more heat, and of better quality than can come from any other stove burning the same quantity of oil.

They are handsome in design; simple and easy to manage, and have an important water-evaporating feature that you'll not find in other stoves.

Guarantee unqualified.

Prices, $8 and $10.

No Foolishness in This.

Coffee Talk

This store has a reputation for selling good coffee—coffee that makes people smack their lips and say "where did you buy that coffee?"

This week we will sell a pound of delightful blended coffee at 25c.

MOJAN COFFEE is a rich blend of the choicest Java and Moca, we grind it here from the bean and it's the best coffee we know of at 28 cents.

For a Tailor.

Let Us Measure You To-day

for a new fall suit. We offer you a choice of fine Worsteds, Cheviots, Cassimeres and Serges—in all the newest patterns. The best fitting, best looking and best wearing suit ever made for the price, $15.

Morton C. Stout & Co., tailors, 12th and F streets, N. W.

A stylish hat the finishing touch of a gentleman's attire.

The Correct Hat for Spring $1.90

Compare this hat with our friend, "The Hatter's," $2.50 and $3.00 grades, and decide if you'll pay the difference for the name. In all the latest shapes, shades, black, cedar, coffee, covert, tan and russet. Our name and guarantee are in each hat. We want the hat trade of all fashionable men, and this low price is our bid for their spring patronage.

In Soft Hats all the new colors, same as in Derby Hats, and all the season's novelties, including the new mixtures, without binding, on edges, a distinct nobby novelty, but popular priced.

See to comprehend this magnificent line: all prices, $1, $1.50 and $1.90.

Boys' hats should suit their faces as well as their heads. We have that kind. We are prepared to conform stiff hats to the shapes of the head, adding much to the comfort of the wearer.

This ad is selected from among those which have appeared in Printers' Ink. It is shown here to give an idea of the effects secured by good display.

A bright, attractive headline is often half the battle in getting attention to what you have to say, and you can well afford to give careful attention to this part of your ad. Here are a few suggestions along this line that may be found useful:

What's Going on Here?

Annual muslin underwear sale.

Annual muslins, sheet and pillow case sale.

Annual embroidery and linen sale.

Annual silk remnant sale.

Ten tempting things for Saturday buyers.

Here's but ten of the many times ten big offerings for Saturday at this store.

Concerning the best carpet stock in town.

All aisles lead to dress goods.

Goes Into Details.

Card Cases.

Think of 100 handsomely printed personal or business cards.

Think of an elegant card case, either plain leather, in black, buff, brown, red or blue colors, or seal grain alligator with name printed thereon in gold.

Then think of $1, the little cost of this combination and decide whether you can afford not to own one.

Drop in when you are down this way—we are on the first floor—we want you to see these cards and cases.

For a Druggist.

It Shows Wisdom.

when a family has on hand one or more boxes of Diphtheritic troches. Only twenty-five cents per box, but this little package will protect a household against the germs of scarlet fever and diphtheria. These troches are peerless. A judicious use of them prevents contagion, by destroying the deadly germs of disease before they silently steal their way into the system.

They are faithful sentinels.

If any contagious disease prevails in your vicinity. take the troches as per directions. 25c per box.

Very Good.

Proper Picture Frames.

If all frames were alike it would not matter where you had them made. But they are not all alike. There is as much difference as there is in the people that order them.

Our frames are not only low in price but they are artistic in make-up and give proper effect to the picture.

It wouldn't be a bad idea to give us a chance to show you how "different" ours are from the other fellows'.

Business All Through.

What About Your Overalls?

Are you perfectly satisfied with the overalls you are buying? And are they as good as you think they ought to be? We want every workingman in this city to get acquainted with our overalls. They're the greatest fifty-cent overalls ever sold by any one in town, and the business we do in this department attests the popularity of these Overalls with the workingman. A complete stock of them always on hand—not a few dozen tucked away under the counter—but hundreds of dozens in all sizes from the smallest to the largest size made.

Our overalls are shaped like pants—not pillow cases—and have strong pockets, hold-fast buttons and every good point known for convenience and durability. Coats to match at the same price. We sell the Sweet, Orr & Co. and Dutchess overalls, too, in all sizes. Price 75c.

Try our overalls—we know they'll please you.

For a Savings Bank.

Never Idle.

Money deposited in this bank is never idle. Let us put your weekly savings at work earning more money for you. Time passes quickly, interest accumulates rapidly. To carry money in the pocket is creating extravagance. Become one of our depositors. Use this bank to help you increase wealth. Start a bank account this week if it is but a dollar. Come in and let us show you the advantages for mutual profits.

Your Thanksgiving Cigar

Should be one that will top your dinner with an enjoyment that is worthy of the day. A box of our choice Havanas to pass to your guests for their after-dinner cigar will be something they will remember, and the cost will be very small, as you can judge from these prices:

A Liveryman's Scheme.

A stands for animals,
So sound and so sleek,
That you'll find at our stables,
Each day in the week.

This is the first instalment of the alphabet in rhyme which will appear in this space for the coming thirteen weeks. The youngster who clips these rhymes from the paper and arranges them in the most artistic souvenir form will have our largest carryall at his or her service for an afternoon at the close of the contest, as told in Saturday's *News*. Watch this space for changes twice a week.

Will Interest the Young Man Who Has Just Been Accepted.

Diamond Rings.

A buyer of a diamond, if he intends spending a large amount, usually feels confident of obtaining a fine stone that will fully represent and warrant his outlay. Among those who have in view a more modest expenditure, doubt is often felt whether the sum will buy one of sufficient size and beauty. To those we should say that $40, $50 and $60, etc., will purchase an effective solitaire or half hoop ring with diamonds of exceptional quality and beauty, and in combinations of diamonds with the colored gems half these prices will command effective rings of equal quality.

Says a Great Deal in Small Space.

Own a Chafing Dish.

They admit of much hospitality. They're mighty handy, and they're not so expensive if you buy here.

To Make 'Em Step Lively.

You'll Have to Hurry!

We sell carpets by samples, one and one-half yards long. Folks have been asking us when the samples were to be on sale—we answer this week. They are suitable for rugs, and cost less than half their price.

"The Scarf Shop" Seems a Happy Name For a Haberdashery Making a Specialty of Scarfs.

The Scarf Shop.

We have just received another invoice of those very popular English squares. They have come on our invitation, and bring with them all the latest New York beauty in way of patterns and colorings. They are showing blue, red and white grounds, with the colors of the rainbow. You can't help being pleased with their looks, as there is not an ugly one in our store.

Price Fifty cents.

Persuasive Piano Argument.

You Should Have Music.

If you haven't a piano in your home you need one. You need it for yourself as well as for your family and your friends. There is nothing that can replace music for home recreation and entertainment. And of all music, piano music is the most satisfactory and the most popular.

We offer you by far the largest stock of pianos in Paterson from which to make your selection. It contains the representative makes of the industry, Chickerings, Hardmans, Gablers, Lesters, Sterlings and others. Our prices are the very lowest possible, and are, quality for quality, just about a hundred dollars lower than the figures in ordinary small stores.

You need not delay. The question of cost should not interfere, for we will sell you a good piano on easy payments that can be met without difficulty. We will let you have a reliable Upright on a first payment of $10 and future monthly payments of $6.

Good Scheme for a Fancy Goods Store.

Battenburg Taught at Our Store.

We have secured an expert lady teacher from Boston, who will be at our store every morning during the week, and will be pleased to meet all those who are interested in this fascinating work. Ladies, this is a rare opportunity to get thoroughly acquainted with Battenburg. We cordially invite all those interested to call and get all the points necessary to perfect them in the details pertaining to this profitable pastime.

We keep in stock all goods necessary for this fashionable and interesting work.

It Pays to Print Useful Information that Applies Directly to the Things You Sell.

Hints About Cream.

Many have trouble in not being able to beat cream properly; either it will not beat at all, or it will turn into butter. In the first, the cream is not cold enough, and in the latter it is generally too warm or too cold. The vessel in which the cream is to be beaten should be placed in cracked ice, and if a little sugar is added to the cream—say about half a teaspoon to the quart—the cream will not turn into butter. At first the beating should be done rather slowly and the motion increased as the cream thickens; it should then be placed on ice for an hour or so before it is used.

If these directions are followed our cream will whip every time.

Sweet Cream, 30c quart.
Whipped Cream, 40c quart.

This is Bound to be Believed Because It Is Reasonable.

Although we can't give you lower prices than any one else, we can make the coal and service better.

By good coal and good service we've built up our business.

By good coal and good service we mean to increase it.

We boss the job ourselves. One of us is at the yard to watch every load that goes out, for your protection—and ours.

A Word Picture.

White Goods and Embroideries.

Dainty—white as the first snow drops, filmy as April clouds, are the new white fabrics and embroideries. From all over the world, wherever snowy cotton and linen are spun and woven and worked, we have gathered them, that you may have the best at your command.

Of the white goods we only name a few, and leave their loveliness to your imagination—

India Linens, Swisses, Organdies, Nainsooks, Paris Muslins, Egyptian Batiste, Piques, Tuckings and Lace Effects.

Of the embroideries we will ask you to judge by looking at our special 25c line. Such exquisite needlework is never seen under 40 to 60 c. Nainsook, Swiss and cambrics; edgings and insertings; heavy open effects, or fine intricate patterns—they're a maze of beauty, at a marvelous price—25c a yard.

For a Dentist.

Our Office Door.

Whenever our office opens to admit a patient we want it to be because the patient desires and expects only the best work.

That's the aim of our advertising.

Whenever our office door closes behind a patient we want it to be the seal of satisfaction upon the service given—and friendliness for our practice—to bring him again—with friends. That's the aim of our work.

Silver filling 75c.
Artificial Teeth $8.

A Range Ad that Goes Into Details.

Range Wrinkles.

By simply drawing the Red Cross range hearth off from the ash-pit, you draw with it the grate and its rest from under the fire box out over the ash-pit. No dirt or ashes to fall onto the floor, and it's as easily done as taking the lids off the top.

Compare this way with the other grate ways you know of, and then make comparison of the other features of the Red Cross Range and its prices and we'll be content with your conclusions.

For A Run On Shirts.

You'll Admire Our Fancy Shirts

We certainly have an exquisite and varied gathering of Fancy Shirts. The patterns number well into the hundreds, and we control them all. We chose them months ago—and we left none of the good ones for some one else. Come and see what a dollar will buy.

Mattress Ad.

Our Felt Mattresses

are real felt mattresses —not simply layers of cotton put in a tick, but cotton felted by special machinery. We have the exclusive sale of these mattress for Danbury. They are equal to the best hair and not nearly so expensive.

For A Caterer.

Those Who Know Us

tell of the liberal manner in which we serve entertainments, of how we leave at the house everything left from the feast, and of the good condition of the kitchen when we depart.

We will send an estimate at any time.

Grocery Ad.

It's What You Save

That makes you rich and if you are alive to your own interests you'll find you save money by trading here. Other people do. Why not you?

Meats and groceries.

For the Coal Man.

You Run No Chances

of getting anything but the best quality of coal when you give us your order. We have but one grade, and there's no better mined. The test of experience proves that our coal burns brightest, burns slowest and burns hottest.

For Life Insurance Agent.

Don'

go on day after day, week after week, month after month, year after year, without a thought of those who depend upon you. A policy that has the right company back of it is the very best investment you can make. We offer such.

You Know

your income is the support of your family and that it will cease when you die. You promised to provide for their future. Are you keeping that promise? For thirty-four years we have kept ours. We'll keep the one we make with you if you insure with us.

Good For A Bowling Alley.

Pleasant Pastime.

Bowling is a pastime that is genuine pleasure. It causes the blood to circulate freely, the muscles to grow firm, and the wholesome companionship gives recreation to the overworked brain. The place to bowl is at

For A Jewelry Store.

Own a Diamond

Bought from a trustworthy store and you are certain of the value of your possession.

Other things lose their value in time—or, suddenly becomes worthless — diamonds, never. I call your attention to my stock, which represents the most perfect gems at very low prices. It will profit you to buy diamonds here.

Diamond Reasoning.

Idle Money

will profit you nothing. If you have any in bank or out of bank, the most sensible use for it is a good investment. At the prices I am selling Diamonds you can make no mistake in using a portion of your savings in the purchase of some. Come in and talk the matter over; you'll find my prices lower than the other fellows'.

Oak=Garland Heating Stoves

There's perhaps no other kind of heating stove so popular as the "**Oak.**" And probably none so deservedly popular as the "**Oak-Garland.**"

We believe the "**Garland**" has more special advantages than any other stove. You'll find the coal grate one of the best now in use in any oak stove. It has a center cone that prevents the formation of clinkers and you don't have to open the ash pit door to shake the grate, thus preventing all escape of dust into the room.

You get a coal and wood grate with every "**Oak-Garland,**" so that you can burn either coal or wood with perfect satisfaction.

Almost every feature of economy, durability or convenience that an experience of over a quarter of a century has been shown to be desirable will be found in the "**Garland**" line.

The prices are right,

$12, $14, $18, $20, $22,

and a special maker's guarantee with every stove.

This ad is selected from among those which have appeared in Printers' Ink. It is shown here to give an idea of the effects secured by good display.

A Coffee Argument that is Quite Convincing.

Coffee Knowledge.

If we didn't know just how to roast Coffee to a nicety we wouldn't have a coffee roaster.

If we didn't know how to blend coffee perfectly we would hire some one who did.

And if we didn't know how to sell it cheaper than elsewhere we would go out of business.

We want to tell you about our 35-cent Coffee to-day, because its worth telling about.

If there is a better coffee in H—— outside of this store it's sold for more money—yes, we'll go further than that and say if there is a coffee so good it is sold for more money.

If you'll only try a pound you'll say the same.

For Fishing Tackle.

Think Tackle Thoughts

and you're pretty sure to think of our stock. We've an idea that pretty nearly all expert anglers come here—our big selling makes that pretty plain—and where the expert angler comes and where the expert angler goes are pretty sure to be pretty good places to come and to go.

We sell Read's tackle—needn't say another word, except new arrivals.

We also sell at a lower price another line of tackle that in some points approaches very close to the Read's high standard. Good all 'round.

Think tackle thoughts about anything or everything you may need—come here and you'll go away pleased and stay pleased. Lot of reasons why, and you'll have fun finding 'em.

For a Good Drug Store.

Know our store as a drug store to be relied upon. Anything that comes from Kinner's with Kinner's name upon it, if unsatisfactory, may be returned for its purchased price.

Kinner's White Pine with Tar is our guaranteed cough syrup—it is a safe and sure Cough Syrup—25 cents a bottle.

For a Short Bosom Shirt.

On that long-bosom shirt of yours there's about six inches of stiff uncomfortable bosom that for ordinary wearing serves no purpose whatever except to stick into your stomach when you sit down, wrinkle up and prevent your vest from setting properly, and to cause you annoyance generally.

There's deliverance in one of our short-bosom shirts.

They've all the bosom necessary for ordinary wear, but no more—you'll find one of them as comfortable as a negligee shirt.

They're here for 50c up.

A Good One for a Headache Cure.

Jumping, Thumping, Throbbing

headaches that make life seem for the time being not worth the living; they make you feel cross, out of sorts, disagreeable to every one and to yourself—not pleasant things to have, those awful "head feelings," are they?

We would suggest when your head aches that you take our Instant Headache Cure, 25c a box.

If they don't cure your headache, from whatever cause, they cost you nothing. You know our reputation.

For a Carriage Service and Baggage Transfer Company.

We'll Come In a Hurry

As soon as you give us the word that you want a carriage or baggage wagon, and you can depend upon getting the best of service, too, at the most reasonable rates. Our carriages are the finest that money can buy and are equipped with all the latest conveniences. Innumerable wagons and careful assistants to look after your baggage promptly and without confusion or annoyance to you. Call up the Depot Carriage and Baggage Company, 'Phone 183.

For a Coal Dealer.

Test One Ton

of our selected coal and you'll find that it burns cleaner, makes less ash and holds fire longer than any other kind.

Cold Roll Steel Trunks

That stand right up and defy the hardest baggage smasher. They are made with full iron bottom, hardwood cleats fastened with wide strips of iron, heavy strip hinges, fine brass lock, deep tray and hat box, nickel plated corner holders. Entire trunk firmly riveted with 372 wrought iron nickel-plated rivets, thoroughly clinched. Priced for this special sale, $2.98.

Men's Working Shirts Only 39c Apiece.

Heavy Flannelette Working Shirts—strong material in broken-checked patterns — made with felled seams — regular 50c kind for 39c.

Carries conviction.

Women's Shirt Waists.

Unsurpassed bargains for the masses and the classes — Wash Waists are in their glory here. Those of you who hie away to the seashore and the mountains, and the stay-at-homes, there's waists here for all of you, and there's money and comfort in every waist. There's money in them because you save half and more of your waist money. There's comfort in them because they are stylish, well made, and not the skimpy kind you find in a great many stores. They are selling all this week in our model cloak and suit department at 50c. They are worth $1.00; many of them sold for $1.50 and $2.00. The question is, do you need a waist? If you do, you're wasting time and money to look elsewhere.

Seems Earnest.

Will You Listen To This?

The time has come when we must give up the finest Tailor-Made Suits in the store for whatever they will bring.

It isn't a pleasant thing to do.

But it must be done regardless of loss. In making plans for fall we must be unhampered.

So here goes: 35 all silk-lined Tailor-Made Suits, with tight-fitting or fly-front, jackets and skirts in newest shapes. Materials are home-spun, coverts, venetians and serges, all colors, and linings are best quality taffeta. Former prices $25 to $37; choice of the lot to close at $17.50.

Makes the Right Impression.

Further Word of the Carpet Sale.

The carpet store was busy all day long yesterday. Too busy at times to serve you as we like to serve you at Wanamaker's. Yet, with all the hurry, it is safe to say that you were never better served in carpet buying than during this present sale.

The variety is broad, and the carpets are of the highest character.

You find every sort reduced—for parlor, library or bedroom. The saving in cost is from a third to a half—on many of the remnants, much more. It is the best time in the twelve months to buy carpets. To-day's prices tell just why:

Calculated to Take the Wind Out of the Range Peddler's Sails.

Steel Ranges.

If any one comes to you and offers a steel range at a $64 or $60 price, or thereabouts, ask him to tell you all about its good points, keep well in mind what he tells you and then come to us and see if we cannot sell you a better Steel Range and save you $20 beside.

Our Steel Range is the Red Cross Victor, and it sells for $45. If you can find a better range at any price, we'll take back the Victor and refund your money.

An Early Bird.

New Black Dress Goods.

The first arrival of new fall dress goods in black is in and marked ready for selling. It consists of a complete assortment of Priestley's celebrated Cravenette finish goods. Since the invention of Cravenette it has been imitated in many ways but never equaled. It is the original and only truly RELIABLE RAIN-PROOF FINISHED FABRIC. In considering prices note the liberal widths.

A Strong Headline.

That Awful Headache!

We've a matchless cure for it. Something that's safe. Something that has been tried by hundreds of customers and universally declared matchless. Rapelye's Headache Wafers. We warrant them free from all injurious substances — of course. Our large and continuously increasing sales speak well for them—25c a box.

Little Bargain Lot of Brushes and Mirrors

We have come into possession of a lot of Fancy Hair Brushes and Hand Mirrors in such a money-saving way that we can turn them over to buyers for little more than half of their real value.

Fifty Hair Brushes—fine bleached bristles — aluminum back and handle—regularly sold for $1—here for only 55c. apiece.

Twenty-five Hair Brushes —handsome Dresden back and handle—regularly sold for $1.35—here for only 75c. apiece.

Twenty-five French Plate Hand Mirrors — Dresden back and handle to match brushes—regularly sold for $1.35—here for only 75c. apiece.

Come to the Christmas Toy Store

to buy? Yes, if buying is to be done. But come if just for the fun of it. We have been criticised for using the word "fun;" we are criticised for many of the pleasant, human, heartfelt, good humored things we do. Never mind. Too old to care for such things? We cannot believe it—the heart may shrivel, but not from mere age.

Music, from instruments that make very real and good music; toys that perform all the human tricks with which they are incarnate—engines that run up hills, trolley cars that climb inclines—almost no end of pleasing things.

Dolls — the make-believe people of almost all nations, 25c. or $35—or almost any price between. The most costly ones we have dressed here—dressed as ladies should be dressed, and as babies should be.

There will not be nearly enough of these dolls at $1—17 inches high; full jointed; will go to sleep whenever you want them to, and yet dressed fine enough for company.

If you have half the pleasure we think you should have from the big basement toy store, its existence is justified. This store must always be more than a mere place of selling.

Men's Jewelry

We have many beautiful and attractive things in Jewelry that men admire and appreciate.

Match Boxes, Cigar Cutters, Penknives, Cigarette Cases, in Gold and Silver, plain and jeweled, are here in new and exclusive designs.

A Perfect Delivery

System. The dissatisfaction in not having your Christmas purchases delivered "in time" is not known to our customers. You come here, make your purchases, and when we say we will deliver your goods — we will—no mistake about it.

Life-Like Portrait

We make you one, size 16x20, in India ink, from any photo or tintype for 99c.

Paris Art Store

What better Christmas gift can you give a friend than a good portrait of yourself?

Bowling.

Bear Up

Don't be discouraged because your doctor says you'll have to take 16 bottles of pork, copper and pine during the next six months. Come to our bowling alleys and start the blood to circulating. You'll feel better in a week. You'll be better in a month.

For a Clothier.

The Man Behind the Shears

—the cutter. It's he who gives the style and "snap" to a garment. The best clothing cutters are not employed by the makers of cheap clothing, nor yet by the ordinary custom tailor; they are employed by the makers of our kind of clothes and that's one reason why our kind has style that is seldom equaled and never excelled by the custom tailors' clothes.

Suits, $8 to $20.

Overcoats, $8 to $18.

If the Axes Don't Sell Well It's No Fault of This Ad.

888

999

These two numbers mean a good deal to the man who uses an axe. When you see either of these numbers on an axe you can buy it freely—it's a guarantee of quality—every time.

We've added these brands of axes to our large stock, because we think they're the best in the market. These axes are handmade, charcoal tempered and fully warranted. They cost no more than the machine made, "run your chances kind," $1.

You'll find all the other good, standard makes here, Bradley, Rogers, Underhill, Bragg, Mountaineer and Forest King, at prices from 60c to $1.

Ought to Interest Housekeepers.

Two Household Helps.

We're always on the lookout for the new things that are real time and money savers. Most every housekeeper is interested in anything that makes easier the labor of sweeping a carpet, or mopping a floor.

Champion carpet sweepers, $2.

We have had the good fortune to buy a lot of these sweepers at less than market price and we're going to give you the benefit. They're the product of one of the largest sweeper makers in the world. They've handsomely polished hardwood cases, assorted colors, adjustable bristle brushes and patent dumping pans.

Eclipse mop wringers, $2.

This is an article that is entirely new, and you who have a floor to mop will be interested in it. You can wring a mop with the Eclipse and not touch it with your hands. It's a strong steel frame, fitted with hardwood rollers and will hold an ordinary water pail. It's light and convenient to carry. We're sole agents for the Eclipse.

For a Restaurant.

Your Wife

ought not to bother about preparing your supper when both of you can come here and enjoy our warm, appetizing food for so little cost. Ever think of it?

Sometimes a Blind Headline Is All Right, But Oftener It Isn't.

Another Go.

Got a lot of drummers' sample Hats in stiff and soft felts—in every shape and color that's good and proper to wear.

Got reasons, from their quality and general reliability, for saying that they are worth $1.50 to $2.50 and $3. Got confidence that you'll jump at them at 95c.

The wisest jump first.

Good Talk For a Clothier.

You Can Have a Warm Time

all winter in one of Leland's Overcoats. Never a better line of real good ones, never a better line of moderate-priced ones, never a better line of low-priced ones. Then there is this certainty: If you buy an Overcoat of me, you get as good a one as the price you pay can buy, and if it don't prove satisfactory in every way you get your money back.

Prices go from $5 to $25, by easy steps, and all the grades are complete.

Why Leave Prices to be Guessed At.

No Need to Guess the Time

if you carry one of Brush's watches. Many people are handicapped in their journey through this vale of tears by carrying any old thing for a time piece, and often being just too late to "get there." Some unkindly say that they carry the watch just to show the chain. Be that as it may, we want you all to know that nowhere else can you find such good values in watches of all sizes, grades and makes, as at

A Good Price Argument Here.

Handkerchiefs.

Use care this season in buying handkerchiefs, for the effect of the general rise in prices is to lower qualities. Low-priced handkerchiefs are especially likely to give you unpleasant surprises.

Our prices are not lower than those of most stores—but you'll find the quality higher. Compare them. Here are ours:

We'll Tickle Your Palate

and your economical bump at the same time with our goods. It's not necessary to try us more than once. If we do not please you then you are nothing out, for we'll take the goods back.

10 pounds Pure Buckwheat Flour	$ .25
12 pounds Cracked Hominy	.25
8 pounds Flake Hominy	.25
3 pounds Evaporated Peaches	.25
4 pounds Choice Prunes	.25
5 pounds California Raisins	.25
3 pounds Fancy Raspberries	.50
7 pounds Barley	.28
5 quarts Best Navy Beans	.25
10 bars Sunshine Soap	.25
5 pounds Oyster Crackers	.25
5-pound Pail Apple Butter	.25
1 quart Jar Catsup	.15
2 quart Jars Mustard	.25
1 gallon Best Syrup	.28
1 gallon Best Molasses	.40
5 cans Peas	.25
4 cans Sugar Corn	.25
9 pounds Best Rolled Oats	.25
2 cans Fancy Apricots	.25
2 cans Bartlett Pears	.25
2 cans Yellow Peaches	.25
5-pound Pail Pure Lard	.40
5-pound Pail Jelly	.20

GOODS DELIVERED FREE.

This ad is selected from among those which have appeared in Printers' Ink. It is shown here to give an idea of the effects secured by good display.

For Boys' Clothing.

This Style Suits the Boys.

The double-breasted reefer overcoat is the style that suits the lively boy. It is short enough to let him run with freedom, and the collar is big enough when turned up to protect his ears from the cold or storm. Its numerous pockets serve to keep his hands warm and carry boyish necessities. There's no element of chance in buying boys' reefers here. You can have your money back if you choose.

Little Boys' Reefers, now $2.48, reduced from $3.50.

Bigger Boys' Reefers, $2.98, reduced from $4.00.

Similar reductions on lower and higher-priced ones.

For a Filter.

The Head of the House

can't help being interested in any practical device that will efficiently protect the water supply of the house from unsanitary conditions.

That's just what the Leland Filter does, protects the supply of the whole house—not of one faucet alone, but all the faucets; and does it thoroughly and efficiently.

You'll be interested in seeing how and why the Leland Filter filters. We have one in operation in our store window.

For Sleighs, Ought to Give Prices.

Be Prepared.

It's rather late, we know, but when the snow comes again, in all probability it will come for fair.

And when it does come, we want you to be prepared to come straight to the big carriage repository and pick out for yourself a sleigh.

It matters not what kind you want, you'll find it here and at prices lower than elsewhere.

Not a Word Wasted.

EYES.

Hurt you?

Twitch or smart or burn?

Likely you need glasses—but it costs nothing to find out. Mine are guaranteed.

For a Restaurant.

In The Soup

We serve every dinner time there is much of every good soup quality—it is invigorating, nourishing and palatable. And soup is only one of the long list of good things that make up our bill of fare.

The Headline Will Catch a Grippe Victim Every Time.

After La Grippe

lest a worse thing befall, rebuild the consumed tissues and renew the supply of red blood corpuscles with the quickest digestive and nutritive agent known,

MALT EXTRACT.

It Often Pays to Call Attention to Small Things.

STEAMEAN.

A new and valuable preparation for spectacles and eyeglasses, to keep them from steaming or frosting in different temperatures. Everybody that wears them knows how disagreeable it is. A box of STEAMEAN carried in the pocket and put on three or four times a week will prevent all trouble of this kind.

Call in and let us put on a sample application.

This Is Good.

Stable Blankets That Stay On.

If you're looking to your horse's comfort and cleanliness, you can't afford to be without a stable blanket. The Palmer is the right kind—the stay on kind.

You'll find the Palmer blanket on the horse's back in the morning instead of under his feet. They're fitted with two body snaps and one breast snap, and it's almost impossible for him to shake it off.

Every single Palmer, from the lowest priced to the highest is made of good, durable cloth, strongly bound and sewed.

They're just as low in price as the cheap kinds, because we bought them low. A full line of them here from the plain double burlap at $1.00, to the wool lined quilted canvas at $1.65.

Our line of Wool Blankets will interest you, so will the prices, $1.90 to $4.50.

Good One for a Building and Loan Association.

The Fruits of Your Labor.

A man who toils away the best years of his life ought to have something to show for it when he reaches middle life. He can have if he will plan properly in the beginning.

Do not pay rent. Go into a co-operative building and loan association and get a home of your own with the money you would otherwise pay out to a landlord. Our plan is simple and perfectly safe. Let us explain it fully. Call or write.

What Athlete Would Skip this Direct Appeal?

Athletes.

Men and boys, we want you all to see our new lot of Worsted Jersey Sweaters. College colors and college ideas embodied. They are of good class and will be a useful and handy article all the year round for gymnasium and bicycling. These we sell will keep their shape and they will wear. Boys, $1; Men's, $2 and $2.50.

No Nonsense in This One.

Want a Mattress?

We know you can be suited here because we make them to your order and make them exactly as you want them.

You can choose any kind you wish, hair, cotton, husk or cotton top, and we will make it for a price that will be wholly satisfactory to you.

Quite Comprehensive.

Good Watches.

$1 to $50 in price. Three hundred in number. The $1 ones are in nickel cases, but they're good time keepers, and we sell many of them. The $50 ones represent the top-notchers, solid gold cases, and warranted in all ways for a long period. Dozens and dozens of valuable watches are intermediate between the extremes, as you will see by the following price list.

Nothing but American-made watches sold here. Watches we can guarantee. They're good enough for us, and we doubt if there are better anywhere on this globe.

A Strong Appeal to Women.

They're Signs of Culture.

Where embroidered linens are the most plentiful and the most charming in design, there look for the highest degree of refinement. Some women are too busy to find time for art needlework. Those who have the taste for it but not the time will be glad to share the benefits of these May sale specials.

For a Dry Battery.

Four Times

Stronger than any other dry battery, that's the guarantee that goes with the "New Standard" Dry Batteries. Four times stronger, more durable and only 25 cents each.

If you've ever had the care of "wet" batteries, with their glass jar, sal-ammoniac solution, zinc and carbon, you'll appreciate the "New Standard," for it requires no care. Clamp on the wires and it instantly develops full power, and when it becomes exhausted by use a new one costs no more than the sal-ammoniac and zinc required by an exhausted "wet" battery.

Gives Details and Prices.

Summer Underwear

There's nothing gained by buying cheap-made garments. The good-fitting, long-wearing, color and shape retaining kinds can be had here for less money.

At twenty-five cents we offer balbriggans in cream, gray, and fancy blue and white mixed. Shirts and drawers.

At fifty cents we display for your choice, balbriggans in cream, robbin's-egg blue, and clouded blue and white. Regular sizes and stout. Long and short sleeved shirts. For wheelmen we have the doubled-seated drawers.

Straight at the Summer Girl.

Nothing more likely to make a good-looking girl look gawky than average shirtwaist laundering. We've made a study of giving style and set to the shirtwaist we launder, giving it the extra touches that lift it above the ordinary.

Ought to have Described the Goods and Stated Whether Suits were for Men or Women.

It will be ended when the lights go out.

Lynch's public benefit suit sale ends to-morrow with the closing of the store. Come to-day, come to-morrow, there is quantity, there is style, there is worth in every one of them. There is that turn to the collar, there is that wear resisting button hole, there is that shrunken interlining, there is that something when you put them on, they fit, they hang so unlike the conventional suits because they are Lynch's. Because there are none better. Until the lights go out Saturday, $10.

Gives Particulars and Prices.

Your Bicycle Enameled.

If it needs re-enameling, bring it to us and we will do it in first-class shape, with three coats of the best enamel, which will make your wheel as good as new. If you bring frame and form, we will enamel it complete for $2.00. If you bring entire wheel, we will take it apart, enamel it, and set it up for only $3. All work guaranteed to be the very best.

Easy to Believe.

Women's Wrappers, $1 each.

Just calico wrappers, but an excellent quality and in pretty patterns. Neatly made and trimmed, too—some with braid, others with embroidery. Five styles in this lot. Not one that would not be considered a good value at a quarter more—many that are fair $1.50 values. About 600, fresh from the factory, ready this morning at $1 each.

An Excellent Introduction for Good Values.

The Promptings of Prudence.

Prudence should prompt you to read our store news, especially at this season. If there's virtue in economy, then our advertising columns plainly point the way by which that virtue can be put into immediate practice. Selling good merchandise at reasonable prices is honest trading. It is the kind of trading that has won and is winning fresh patronage to this store right along. Below we quote you a few specials for to-morrow and during the week.

Good Side Line for a Newsdealer.

"To Have And To Hold."

Eight copies of this new novel and liberal quantities of all the new novels for 2 cents a day in our circulating library.

For a Bicycle Repair Shop.

Bring in that Broken Bike

and let us put it in shape for another season's service.

Don't wait till you want to use it before you get it repaired, because just about that time our shop will be so full of work that it will be sticking out of the windows, and you won't be willing to wait.

The man in charge of our repair shop is there because he understands his business, and the shop is equipped with everything he needs in order to do the work just exactly right.

If your Automobile or Locomobile tire gives out, trot it right in here and we'll fix it for you.

Prices? Well, they'll be just what they ought to be for the kind of work we do, and you'll be satisfied.

Gets Right Down to Business at the Start.

Trousers from Leland's

FIT—even if his tailor has to remake them for you. They are guaranteed to wear well and never to rip.

Quality is remembered long after price is forgotten, but in Dutchess pants the two—quality and low price—are linked.

Leland's put more $4 and $5 ones into the $3 pile just to make good Saturday's assault on the popular three-dollar kopje.

Among the many, many patterns he has narrow-stripe worsteds of medium weight, and priced from $2.50 to $5, that can be worn the year round with comfort.

Buy your pants at Leland's, 241-243 Main Street, and get your money's worth or your money back.

$1 to $5 by easy jumps.

More Stores Should Cater to Pits and Tell About It.

If You Are the Owner of a Dog

you can doubtless use some of our Dog Biscuits and Puppy Cakes.

A complete line of Dog Remedies for the diseases of the dog.

For a Shoe Dealer.

Keep Off the Earth

during this wet weather as much as possible—that is, keep as much shoe leather between the soles of your feet and Mother Earth as you can conveniently carry.

It's wisest in the beginning and cheapest in the end to provide yourself with shoes having good solid soles—cold-proof and water-proof, if possible.

We are selling exceptionally good shoes of just this sort for men and for women; children, too. Well built, with broad, heavy soles and with stout uppers. The women's styles most as mannish in appearance, but not so clumsy or heavy as the men's shoes.

Men's, $1.50 to $3.50.
Ladies', $1.50 to $4.00.
Boys', $1.25 to $2.00.
Girls', $1.00 to $2.00.

A Headline That Will Catch the Anxious Mother's Eye.

CROUP.

A few minutes' delay in treating some cases of croup, even the length of time it takes to go for a doctor, often proves dangerous. The safer way is to keep some good, reliable croup medicine constantly in the house. We have been rather cautious in recommending medicines to our customers. However, we do not hesitate in advising C———'s Croup Cure as a medicine that you can depend on. You should not be without it, 25c.

Seasonable.

Hang It Up! Wall Paper!

Or let us do it for you—we are in the business. We guarantee our wall paper to fit, every time!

It fits not only the wall, but the room (we do not put a dining room paper in a sitting room), and it fits your pocketbook.

We have every kind of paper at every price.

☞You are invited to come and inspect whether you buy or not.

Summerish Enough.

White Lawn Dressing Sacques

Littler prices for prettier garments are rare. The lawn in all of them is of an excellent quality. Some are trimmed with embroidery; others effectively set off with lace and ribbons. Former prices and present:

$2.75 to $3.25 qualities now $1.50
$4 and $5 qualities now $2.50
$8.50 qualities now $4

Brief and to the Point.

Our Delicatessen Department is growing more popular every day. This week's specials are:
Deviled Clams, 4c. each, 45c. doz.
Minced Clam Pies, 10c. each.
Crab Cutlets, 9c. each, $1 dozen.
English Bloaters, 7c. e., 4 for 25c.

Be the First to Tell of New Things.

New Neckwear at Leland's.

Spring tendencies reflected in our handsome collection of the very newest from looms that originate.

Quantity, quality, tones and designs of the first class.

At fifty cents we show new twills and baratheas.

New groupings or placing of figures, units or bars on backgrounds rich and in shades not common.

Imperials, puffs, squares, tecks, wide-end strings, bows, in all the latest forms at

Seasonable and Reasonable.

Coughing Yet?

It certainly is unwise to let a cough run on, for frequent coughing naturally increases the irritation in the bronchial passages. If your cough has become somewhat serious by this time, and you are wondering what to take, suppose you try Simon's Wild Cherry Balsam. It has relieved others and will relieve you. We don't say that it will cure a cough in one night, but 3 days' use will cure a long standing hoarseness, croup or bronchial cough. It doesn't dry up a cough but cures by cutting phlegm. We recommend it in all throat troubles. The price is 25 cents a bottle.

No Beating About the Bush Here.

How About Your Door and Window Screens?

If you are building a new house, you'll certainly want it screened. That is one of our specialties. If we get the contract you have the satisfaction of knowing that we are always to be found if anything goes wrong; besides, all things considered, we'll likely give you a better job than you can possibly get from out-of-town parties. The main point is to get your order in now. The Screens will not be put up till you want them. Already there is a big lot of orders on the books, and in 30 days there will be a rush. No trouble to furnish estimates. Let us know your desires and we'll comply with them. By the way, we repair old Screens, and the work is done right.

A Tale of

Men's

Shoes.

The only trouble with these is that there are not enough of them. Aside from that, this is one of the best shoe stories we ever had the privilege of telling you.

There are only five hundred and ninety pairs of them, sizes 5, 7 and 7½ only. If you wear any other size this chance is not for you.

These are $4 and $5 and $6 shoes, and more of the $5 kind than anything else. Leathers are patent calf, box calf, tan oil grain, kidskin, seal grain and waxed calfskin. Newest shapes—it's a sample lot from a tip-top maker.

$1.90 a pair

and get here quickly.

This ad is selected from among those which have appeared in Printers' Ink. It is shown here to give an idea of the effects secured by good display.

Electrical Goods.

Canned Lightning

25c. a can. Attach wires and it is ready for all bell-ringing, gas-lighting, gas motor, medical and dentists' uses. Waranted four times stronger than any other of its class, and only 25c.

Electric Bell Outfits, 75c. complete. Russell-Tomlinson Telephones, $5 per set. Electric Lighting Gas Burners, Spark Coils, Bells, Door Pulls, Push Buttons, Insulated Wire, Etc.

For a Jeweler.

Sometimes jewelers are mistaken on the grade of watch movements.

They are not sufficiently posted on movements to tell the grade, and frequently sell a cheap-grade movement at the price of a high-grade one.

It can be seen that the average customer is an easy mark for the unscrupulous dealer.

To be absolutely sure that you are getting the worth of your money you must be absolutely sure of the reliability of the jeweler.

Our reputation has stood the test of twenty-three years of jewelry selling.

Coal Dealer's Ad.

When Coal Goes Up

in price then you'll wish the important matter of replenishing the coal bin had been attended to earlier. This is our offer—does it strike you favorably? We will take orders now for the winter's supply, deliver it one ton at a time whenever you say, and agree to furnish it at the prevailing price, even if coal should go up to $7 a ton later on. Our present figure is the lowest in the city for good, clean, honest quality Lehigh Coal. Shall we have your order?

For A Restaurant.

It's Like Eating At Home

to take a meal at Brown's Restaurant. Menu and service the best. Appetizing dinners and lunches for 25 cents.

Fish Dealer's Story.

Fresh Fish Expertly Cleaned and Handled

Clams, lobsters, crabs and scallops the freshest to be obtained. The best sea food of every kind in season.

A Petticoat Specialty.

A Decidedly New Feature in Ladies' Petticoats

To be in fashion the upper part of your dress skirt must be very close and snug. To carry out this effect the latest in Black Silk Petticoats have Jersey tops above the ruffles, which does away with all unnecessary fullness under the dress skirt. We are showing some black corded ruffled silk skirts with the new Jersey tops that we think you will like. Examine them at our Skirt and Corset Department.

They are $10 and $11 each.

For Standard Pocket Knife.

"Toad Stickers."

If you've a pocket knife, that "makes you tired" every time you try to use it —a regular "toad sticker" with pot metal blades that neither stay shut, stay open, or stay sharp—then we're sure you did not buy it here.

Ours are not that kind. Ours are the famous "H. & B." or the "Holler"; and if you ever bought either of those kinds here that have shown any signs of the above symptoms we'll give you a new one for a poor one, or your money back.

The Carriage Dealer.

Straight Talk to Carriage Buyers

We can sell you this week a carriage that you cannot duplicate for the same money anywhere in Connecticut.

There are a dozen good carriages, first-class in every respect, that we are going to move this week and in order to make a sure job of it we have marked them down—below cost — pick yours out quick.

A Good Cigar Ad, Could Be Used For Other Lines.

Misrepresentation

Misrepresentation is the greatest fault of the age. Have you suffered from it? If you are a smoker of cigars you certainly have noticed the tendency to invest cigars with qualities they really do not possess. Business worked up on that basis should not and will not last. There must be good faith and confidence in every transaction between buyer and seller.

Moral: Try the Tom Hood Cigar and you will find no misrepresentation. We guarantee it absolutely satisfactory.

Calculated to Inspire Confidence.

Ask Your Neighbor

if she buys groceries of us. If she does, she will tell you of reliable goods, honest prices and quick delivery—all of which you may not be getting. We haven't a customer to whom we would hesitate to refer you. If your neighbor is jealous of her success, give your orders to us—the success will then be yours. Here are some pleasing things at pleasing prices:

There's Information In This Ad.

Rubber Boots.

Woonasquatucket is a long word. It looks at first glance some like Woonsocket. So do the rubber boots bearing these names look something alike, but when it comes to wear there's a difference. Take note.

We sell the genuine Woonsocket Boots at $2.48, the Woonasquatucket at $2.25, the Goodyear Glove brand at $2.75, and the very best boots made, the Gold Seal brand.

The Whole Story In a Few Words.

Men's $13.50 and $15 Suits at $10.

Two hundred of them—our regular sorts of fancy cheviot and worsted business suits. A good many of them have the popular double-breasted vest. What's wrong? Nothing—we're too busy to worry over little lots. That's all. Will you help us and yourself?

For a Bowling Alley.

Nervous and excitable men often make life a burden to their more healthy brethren.

A few games of that health-giving sport, bowling, cures that sort of thing.

After all physicians fail try bowling.

Life Insurance.

Putting Off

insurance is putting off protection. Just now you may think you don't need it—but should you die, then your family would be left without protection. Our insurance is the right kind of protection. Secure it now.

Cut Prices Explained.

Umbrellas.

The newest umbrella folds up. You can carry it in a dress suit case. Silk, $5.

But there are a hundred other sorts here—union taffeta, $2. Pretty handles—some silver mounted. These for women.

Here are some all-silk Umbrellas, 26-inch, fine handles—some silver mounted—$2.90 instead of $3.75. Maker's loss—saved borrowing money.

For a Grain Dealer.

We Watch The Market

very closely, all the time, and when the buying of a big lot of hay or grain will enable us to sell below others, or to offer a better quality at the same price, we don't hesitate to buy it.

We have the facilities for handling big lots, as well as the outlet for them.

Prompt, free delivery.

Gets Very Close to You.

Don't Slight the Underwear.

Don't say that the old garments will have to do. No doubt they have thinned down until you can see through them anywhere. Have the kind that will admit of your braving the bitter weather of winter without fear or discomfort. We sell the very garments you should have for $1. When you examine them you'll think so, too—but when you get into them you'll be sure of it. All sizes.

For Fishing Tackle.

A Good Catch

doesn't always depend upon the streams and the weather—good tackle and "know how" count for much more than luck, too.

We've the kind of tackle the know-how fisherman is glad to buy R—— & S——.

Every good thing you'll want to use in fresh-water fishing, at catching prices—more kinds and better prices than elsewhere, or money back.

Lawn Mower Repairing.

How is your old Lawn Mower?

Does it need adjusting or sharpening? If so, bring it here. Our facilities for doing the work are the best in the city and skilled mechanics only are employed. Our experience in this line is a long one and every machine entrusted to our care will leave the shop in a first-class condition—in fact, it will cut and run as good as new.

Carries Conviction.

Felt Mattresses.

Putting layers of cotton in a tick does not make a felt mattress. It requires special machinery to felt the cotton.

Ours are real Felt Mattresses and are superior in comfort and durability to the mattresses that are not felted.

We guarantee that ours are felted mattresses. See that you get such a guarantee before you purchase.

For a Growing Business.

The Store is Growing.

It is easy for even the casual customer to see that the store is growing, and it's easy to see the reason for it. The greatly enlarged first-floor salesrooms, the increased stocks, more carefully chosen goods, bettered service and more tempting prices tell why the store grows. But it's only the beginning; come when you will; see if the store isn't each day bettering some of its opportunities for helping you.

For Bath Accessories.

Your Bath.

You need more than water and soap.

Let us offer a few suggestions—things that make bathing a delight.

Loufahs, over aluminum rustless frames with wood handles, the cleanest and best for your bath; this is a special price, 25c.

Bath straps, one side Loufah, the other a rough, Turkish material, edges leather bound, 40 and 50c.

Bath mitts, 15 to 50c.

Flesh brushes, bathing caps and other accessories. A most valuable flesh brush is a combination of rubber and bristles—new and very effective.

Last, but not least important, is Dorothy Soap—$1 a dozen.

We have all these things—surely you need some of them.

The telephones and our delivery service put our whole store right at your elbow. Use both freely.

Tells Something, Then Stops.

The King $2 Shoe for Men.

Do you pay $2 or $2.50 for your every-day shoes?

Then see the King and you'll find it to be better than any other $2 shoe that you ever wore, or equal to any $2.50 shoe that you'll find elsewhere.

Made of Cream Calf, a smooth, durable and comfortable leather. Every shoe stamped with the Cream Calf trade-mark on the sole. Double soles; three rows of stitching all around; perforated cap; also in Russia Calf. All sizes, all widths, in both.

For Pianos.

No better idea of the popularity of the Stone Piano can be had than from the fact that the demand necessitates the output of 6,000 of these instruments this year. Awards for general excellence at Chicago, Nashville and Birmingham attest to its merits. We prefer to have you call at our warerooms—the Stone will sing its own praises. If you cannot call, a postal request will bring you a handsome catalogue descriptive of nine styles of Stone's Pianos, Upright and Grand, together with prices. It's likely we can let you make the terms.

A Bargain from a Bankrupt Stock.

Challies.

Newest styles for Friday at 2⅞c. Not from The Leader—but direct from the mills, where they have been printed since The Leader was closed. They represent the very daintiest of Spring newness and come in an almost endless variety of styles and patterns, in both light and dark effects. Very good quality and splendidly printed. You buy them for less than half price to-morrow.

Keeps People from Getting "Ditched."

Block Signal Service in a Drug Store.

The greatest railroad companies of the country employ the best engineers and most careful trainmen. Yet they spend thousands of dollars in equipping their roads with the block signal system so that they can be absolutely sure of the best service and of the public safety.

So, in our Prescription Department, we have a "Block Signal Service" in our "Checking" system. We employ competent men to prepare prescriptions, but we do not stop there. Each man's work is checked and verified by another before we permit the medicine to be taken from the store.

It is quite reasonable to expect good medicine from Stemmerman's. Active demand keeps the stock fresh. And again the active demand warrants us in carrying a large variety of goods so that nearly every demand can be promptly met. Again the active demand brings us to a reiteration of our motto, "Quick sales and small profits." Careful work at reasonable living prices.

Hammocks.

In the Lap of Luxury.

Solid comfort is luxury and our hammocks are made with a look of comfort stamped on every fiber.

They are well-made hammocks—strong, lasting and beautiful to look upon.

Our hammock prices, like all our prices, are somewhat lower than the other fellow's. Here are a few to judge them by:

The Kind that Sells Goods.

Eyeglasses.

Maybe you do not need glasses at all; but one thing certain, you cannot fit yourself. It should be a crime to sell glasses out of a basket—like scissors or thimbles.

Will you be sure?

We offer you help that helps—safe spectacle fitting, or a definite assurance that you do not need glasses or candid and unbiased advice to consult an oculist.

We fill prescriptions for prices altogether fair.

If your glasses pinch or are crooked, let us adjust them—it's no more to us than telling the time of day, but it's a big help to your comfort.

Do you know how little really good eyeglasses need cost? $1.50—the spring is 10k. gold, the side pieces are gold filled. No frames.

This One Tells of Gift Goods.

Are You Invited

To any weddings, birthday or other "gift" events? If so, lend us your ear.

Big discounts now during the invoicing period, on Rich Cut Glass, Rare China, Elegant Clocks and Bronzes and Fine Silver.

Save a few dollars or make a more elaborate gift at no more expense.

Special—Ladies' Solid Gold Filled Watches from $10 upwards.

Ladies' A 1 Solid Gold Watches from $15 upwards.

Gents' Solid Gold Filled Watches from $15 upwards.

Gents' Solid Gold Watches from $35 upwards.

Sounds Honest.

The Empress $1.50 Shoe for Women.

"A dollar and a half too little to buy a good shoe?"

Too little to buy the best shoe or the next best, but not too little to buy a good shoe here.

This shoe hasn't the style or the finish of our higher-priced shoes, but it's an honest shoe, and therefore a good shoe.

It's well made, the material is good and you'll find it durable and comfortable. In different styles of toes. Lace and button. Patent leather cap.

Dress Goods as Christmas Gifts.

Sometimes it is hard to be thankful—if the Christmas season has been looked forward to as a time where there may be a little more put into the empty life, and the gifts that come are merely fol-de-rols. So Christmas after Christmas we almost urge you to buy dress goods, or stuff for good warm petticoats, or skirt or wrapper made up.

And any of these things look gift-like enough when put up in the neat boxes we have ready, or prettily banded. It is not alone to those in abject poverty that sensible gifts bring most joy.

Ten yards of newest Percale for $1.25. Ten yards of Seersucker for $1. Ten yards of Dress Gingham for $2.

Full dress pattern of black serge, cheviot, granite cloth or armure—$2.25 to $6.

Full dress pattern of colored serge, cheviot, armure or fancy suiting, $2.25 to $7.

Those we've told of are neatly banded and tied.

Dress patterns in boxes—with needed trimming, $2.50 to $5.50.

This ad is selected from among those which have appeared in Printers' Ink. It is shown here to give an idea of the effects secured by good display.

Summer Underwear.

You Need a Change

of weight in your underwear. The kind you have been wearing during Winter and Spring is too heavy for warm Summer weather.

We have a special offer to make and a very seasonable one.

Men's fine Balbriggan shirts and drawers, made of Egyptian combed silky fibred cotton, overlocked stitch patent seams. They come in Ecru, blue, salmon, pink and plain brown, and are in just the right weights. 50c.

For a Restaurant.

A Nice Juicy Steak.

When you want one of these waistcoat expanders and want it cooked as it should be cooked, come to this place—all the fixin's—all the side issues—and heaps of satisfaction go with every one.

Beer.

Oh, yes!

You wish you had ordered a case of beer for to-day, but you didn't.

It isn't our fault; we had plenty of it ready to deliver at your order.

Don't get caught napping next Sunday.

For a Coal Dealer.

Six dollars is all you need pay for the best coal that is mined, and we deliver furnace, stove or chestnut size at this price. This is the only coal office in town selling clean, well-screened coal at $6 per ton. You can pay $6.50 elsewhere if you want to.

Spoiled for Lack of a Price.

Workingmen's Clothing.

The sincerity of our advertising must be apparent when we advertise working garments at standard prices knowing that inferior garments that look like ours are selling elsewhere all the way from 30 cents to six bits.

C—— garments always get preference when known—no man willfully buys cheaper after his first C—— suit.

Headlines that Tell Something.

Kitchen Cabinet $2.50

Made of hardwood for hard service. Three shelves inside, one big drawer below, ten ventilatinig door panels. Better than a closet in a kitchen.

For Coffee.

To Have and To Hold!

We have a mighty good trade on Coffee. We have it and we hold it—once a coffee buyer here—always one.

For 35 cents we have a Mocha and Java Coffee that is absolutely the best coffee sold in Connecticut.

It isn't the best to-day and the next best to-morrow—it's the best all the time—and the people who buy it all the time know it.

This 35-cent coffee is the best we sell—it's the best any one sells—no matter what price you pay.

For 25 cents—we might get 30 or even 35 cents for the coffee we sell at 25 cents, but we don't do it.

We wouldn't sell so much if we did, and fifty pounds at a small profit is better than two pounds at a big profit.

Easy to figure that out, isn't it?

We have a roaster that roasts coffee to the finest point of perfection, three or four times a day, and a grinder to grind it as fine as you choose.

Told in a Way that Carries Conviction.

Men's Trousers $5

Pure worsted and stylish, too. Smartly cut, with shapeliness that stays. All the difference in the world between pure worsted trousers and the cotton-mixed masqueraders that look pretty in the clothes shop but wrinkle and shrink at a rain splash.

You know the character of the clothes we sell—you shall not be more particular about their goodness than we. If their looks please, depend on their quality—we've tested that; and only stylish makers cut our clothes. Pure worsted stripes, very dressy styles, $5 a pair.

They're such as you've known at $6.50 to $8 a pair—and sold to-day for as much in good clothing stores.

Some Straight Talk.

Short Talk on Hamburg Steak.

And by the way, who has a better right to tell you about Hamburg steak?

Who makes more of it? Who sells more of it? Who has better facilities for making it, or more choice material to put into it?

No one in Connecticut; that's certain.

The Hamburg Steak you see in most stores isn't fresh—a good deal of it is doctored—embalmed if you wish. It comes to most stores in the morning; it may have been made fresh that morning, or it may not—that's left to the honesty of a not always honest dealer.

It stands around the store all day; at night there are 10 or 15 pounds left.

What's to be done with it?

If it isn't doctored with chemicals, any one, the next morning, can tell it isn't fresh—if it is treated with Freezem or Preservaline, it's hard to tell from the good kind.

That's the sort of Hamburg Steak you DON'T or CAN'T buy at the Public Market.

Ours is ground fresh five or six times a day—it isn't chuck full of suet, but is made up of the choicest beef trimmings from the finest beef.

Our price for Hamburg Steak this week is 10c a pound.

Delicatessen.

A Hot Fire On a Hot Day

Is a thing of the past for housewives—Cold Roast Beef, Cold Roast Mutton, Cold Roast Veal, Cold Tongue, Cooked Corned Beef, Boiled Ham.

Here's a Hint for Trolley Line Managers Everywhere.

Outings for a Dime

On the Trolley Car.
Chapter xviii.
When you have Insomnia,
Go to Devon Avenue.

On the nights when you are hot and restless, and the goddess of sleep has passed you by, try a ride to Devon avenue, the end of the North Clark Street line. Accompanied by a genial companion and a good cigar, the trip is one to quiet the nerves and rest the brain. There are many things to see and talk about as you go rapidly along over the long round trip of sixteen miles. (The last car leaves Devon street going south at 12.30 a. m.) This is a favorite trip, day or night. Cars start at Monroe and and Dearborn, round trip, 140 minutes, cost 10 cents.

Bowling.

Home From Vacation

feeling good, strong and healthy.

Wouldn't it be better if you kept yourself feeing that way all the time?

A few games of bowling each week will keep your health all right and make your muscles hard and firm.

Do your bowling at the finest alleys in New England.

Beer and Ale.

Warm Sundays

are made enjoyable by the presence of a case of good cleanly bottled lager or ale.

A postal card does the work.

Ought to be More of Such Ads as This.

Your Horse's Shoes

Affect his speed, his gait and the amount of work he can do. If your horse is lame or faulty gaited he needs our expert's attention.

Our charges are the same as other shops.

We call for and deliver your horse free.

For a Bowling Alley.

Be strong in mind and body!
Be a bowler.
Four regulation alleys.

An Attractive Offer of Credit.

Cameras on Weekly Payments

We give you choice of any camera—we sell it for what it will cost you for cash elsewhere and make the amount of payment each week to suit your convenience.

This proposition hundreds are taking advantage of.

Use of dark room free to all picture takers.

Not Too Late.

Porch Furniture.

Not done selling Porch Furniture by a long ways. Had to order in a lot.

Willow and Rattan Tea Tables —22 and 24 inches in diameter. Just the correct thing for those porch gatherings. Add style and comfort.

$2.50 and $3.

Fat Porch Rockers, with immense arm rests and ponderous high backs—the very essence of somnolent comfort—$2.50.

L. of C.

A Good Side Line That Is Helped by the Maker's General Advertising.

You'll Never Be Sorry

for it if you buy a graphophone or a phonograph. If you don't buy one until you've heard somebody else's, and realize how much genuine enjoyment you've missed, you'll be sorry you didn't buy it before.

The largest stock of graphophones, phonographs and supplies in town—really the only complete stock—is here.

Graphophones at $10, $12, $15, $20, $25, $50 and $55, Phonographs, $30. Records (1,200 to 1,500 on hand to select from) 50 cents each, $5 per dozen.

The $20 penny-in-the-slot graphophone will soon pay for itself, if placed in a public place.

All Right.

Here's a Sure Cure for Blackheads.

One of the most annoying and persistent skin diseases is that commonly known as blackheads.

To the thousands who suffer from this disfiguring disease we earnestly recommend Velvet Skin Lotion.

Your money back if it fails to cure.

25 CENTS AT ———.

Note the Strong Combination of a Definite Description and a Price.

A Library Table.

Of course everybody hasn't a library, but the beauty of this table is it's perfect adaptability for the sitting room—and everybody has a sitting room where comfort should reign. This table will assist largely in comfort. Solid oak, highly polished by hand, top 40-28 inches, fine bead carving about the edge and on the draw; heavy square legs, mounted on casters, under shelf for books or papers. As handsome a table as we've ever seen for the money. That's why we bought a lot of them. Well worth $8, but just now we are selling them at $5.75.

Same style, a size smaller, no under shelf—$4.

It's a Good Idea to Offer Some Simple Service like this without Charge.

Crooked Glasses

are not only an annoyance, but a positive injury to the eyes. Proper adjustment means proper fit and focus. Let us adjust your glasses properly, without charge, and you'll appreciate the improvement. We're gladly at your service.

An Appeal to Dog-owners.

Do Fleas Torment Your Dog?

Some dogs and cats do an awful lot of backbiting. Do yours? Why not spend a quarter and get Simon's Flea and Mange Cure? It will be money well invested, for it will free the animal of fleas or cure it of mange. A humane man dreads to see his dog suffer, and what woman would not sa\ her pet tabby from destruction? Our cure is absolutely non-poisonous, and not offensive in the least to apply. It is best used with a sponge, like castile soap, and comes in convenient jars. We've perfect confidence in it and would like you to try it.

Lacks Nothing but Prices.

The Wise Hunter

will come straight to this store if he is looking for a good shotgun. Whether you want to buy or rent it's all the same. We'll do better by you than any one else.

Didn't know we rented guns? Well, we do; lots of them.

Double barel, single barrel, Winchester—all the good ones.

Powder, shot and shell? Sure.

Just in Time.

Cheap Warmth!

Between-seasons is the very time you most need a gas heater! It's the cheapest and most troublesome kind of heat. Any size heater you want at any price you wish to pay will be found here. Better buy one —it's dangerous to sit in a chilly room!

Very Good.

For five years we've been making and selling White Pine Cough Syrup—with tar.

Nearly every day some new customer has called for "that cough syrup of yours that Mr. or Mrs. So-and-So recommended to me."

Now this increasing demand has made us hustle to keep up, particularly the last month. We sold double the number of bottles in February that we did in the corresponding month last year, and all because

It hits the spot,
It stops the cough.
It cures the cold.

Twenty-five cents a bottle and to be had only at——

Is There Any Good Reason Why a Photographer Should Not Print Prices?

The Permanent Kind.

Is what you want when buying photographs.

Of course you want an artistic pose, want a nice finish, too.

But what do the pose and finish count for if the picture fades quickly?

You get pose, finish and permanency in our photographs, that's why everybody who knows says ——'s are the best.

Straw Hats.

You Want One "About Now."

It's refreshing to see the new straw hats—it's refreshing to wear them. They're such an agreeable change from the felt headwear—and they're so universally becoming. If you wish to see the new straw hats at their best, you must come here. There are none here that you'll frown upon. Prices will not make you wince. Judge by them.

A Hammock Ad.

Hammocks.

A most necessary adjunct to outdoor life during the Summer season, whether suspended on the veranda or under the trees. We show a complete line from the plainest Palmer with spreader at 50c to the "Utopia" adjustable at $4.00, with a great range of all the intermediate prices.

(Note our window show.)

Eye-glasses.

Cheap Eye-glasses and Spectacles—slighted work—are frightfully expensive in the end. "Not how cheap, but how good," should be the motto of all who need optical work.

Another for Real Estate.

Ask Doty

About a new two-tenement house with barn near Edwards street. Home has thirteen rooms; barn has five stalls and large shed. Price $4,500.

Wash Goods.

Textiles Light And Airy.

The wash goods counter is the summer standard by which a woman takes the measure of a dry goods store. We wouldn't dare to fall short of any woman's expectations. But we do better, we show them more wash goods than they expect to find, in qualities better than they're looking for, at prices lower than they really expected to pay. The result is obvious. Here are some new May sale features that give emphasis to our wash goods supremacy.

Tomato Talk.

8-Cent Tomatoes.

Where, if not here, would you think of buying a can of excellent tomatoes for 8 cents?

And yet this is the low price we have put on them for the balance of the week.

Most people associate 8-cent tomatoes with something unfit for gastronomic consumption.

Such people have been bitten by the exaggerated misrepresentations.

This 8-cent tomato story is a truthful one, it's founded on fact and backed by our own guarantee.

These tomatoes are raised and packed in one of the biggest and one of the cleanest packing houses in all Maryland.

They are packed at that period of their existence known as maturity.

That is to say in the fullness of their strength, at a time when the meat is red ripe, yet solid and perfect.

We've got faith in these tomatoes, and we want to say right now, if they don't suit your money will be returned.

For Overcoats.

My overcoats are comfort and satisfaction bringers—well made and fit and hang just right. They are economical because they are durable. Fabric, lining and tailoring are of the best. They are stylish, being the latest product of first-class makers. If you can buy as good a coat elsewhere you'll pay more for it, be the price $8 or $18. It won't take but a moment's time to drop in and try one on. You're pretty sure to find what you need and at just the price you want to pay, as the stock is a big one and complete in all grades.

Attractive.

Morris Chairs.

These comfort-givers are here in plenty—made in oak, mahogany and mahogany finish, upholstered in velour, corduroy, leather or any material you wish.

These chairs are very handsomely designed, are adjustable and an ornament to any house.

There is a wide range in prices, but we sell you a good one for $5.00.

Just to Break the Monotony.

Every Gentleman Should Wear a Fancy Vest.

No other feature of the wardrobe adds so much to one's appearance. Fancy vests break the monotony of that sameness which is apparent if you wear one suit an entire season. We have fully 30 styles—in all the correct shadings and prices—begin as low down as $3.00.

A Good Scheme.

Rubber Heels Free!

All shoes purchased at the ——— Store, for which $2.50 or upwards per pair is paid, will be fitted with a pair of rubber heels. Rubber heels will relieve the nervous system from the constant jar occasioned by the use of hard leather heels. All doctors and scientists recommend them unqualifiedly. Try them once and you won't go without them. Other stores charge you from 50c to 75c a pair for them. Buy your shoes here and you'll get them free.

Perfume.

Are you acquainted with "Garland of Violet" perfume? It's the nicest of all the violet perfumes. Come and see it, an introduction will cost you nothing. It makes lasting friends, 40c half ounce, 75c ounce.

A Music Teacher's Scheme.

A Special Offer to Music Scholars.

to all beginners who have never taken lessons on piano or organ, who will leave their names at our store between now and March first, we will give 10 lessons for 25 cents each. Just one-half our regular price. This offer will not last, so come at once. In 10 lessons you will be able to read the music and know something about what you can do on the piano. First class instruction guaranteed. Miss Bertha Schminky, teacher.

Tells of Low Prices and "Why."

Special Offering of Comfortables.

Very early in the season we placed our order for comfortables. The price of cotton batting was lower than it is to-day; the price of print was lower than it is to-day; the price of silkalene and satine were lower than they are to-day.

These comfortables of ours were made by good reliable people in a strictly clean factory, consequently we are in a position to offer you superior made comforts at lower prices than can be found in town or out.

Our very cheapest number is made well and the $1.50 grade is covered with silkalene, tufted with Germantown yarn and lined with good quality cotton batting. Other qualities up to $4.50 each and every number great value.

For a Cough Syrup.

Frosty Air

Will doubtless bring back that troublesome cough.

If you use Simon's Wild Cherry Balsam you will be free from the hemming and hacking that so often is started by autumn dampness and chill. It cures in the rational way, by cutting the phlegm, soothing and healing inflamed bronchial passages. Price 40 cents per bottle.

For a Bowling Alley.

A Firm Grip

on a good, long life is what you'll have if you take plenty of good scientific exercise.

Bowling is a model summer sport. It takes every bit of laziness out of your body.

Some Interesting Facts Interestingly Told.

The Balance Wheel.

Look inside your watch a moment. The balance wheel is making 18,000 vibrations an hour, if it's in good condition. If the movement is sluggish there's something wrong. It will move 3,558 miles in a year and require less than one-tenth of a drop of oil to make the run. But it needs that little badly. The least increase of friction on the bearings alters the motion.

Don't take chances. Let us clean, oil and put your watch in order for a year. It doesn't cost much, and we are responsible for it thereafter. It will pay you. Examination and regulating free.

Photographic Pointers.

When You Buy Photographs

buy good ones; cheap photographs fade quickly and are not fit to be kept in sight. At our studio we make nothing but the finest photographs, and our reputation has grown to such an extent that in Hartford and vicinity the phrase "Lloyd s are the best" has become a byword.

Make appointments by telephone 117-3.

Not a Word Wasted.

Golf Set $5.

We sell a complete Golf set, consisting of one Driver, one Cleek, one Lofter, one Putter, one brown canvas Caddy Bag, one rubber Tee, one book of Rules and Instructions, and three well-seasoned Balls for $5, and deliver it free anywhere in the U. S. for 50c extra. Most dealers charge $8 for this assortment.

For an Optician.

Wink and Blink.

Many children are allowed to wink and blink through the day's study, and at home, with a book six or eight inches from the eyes. During childhood the ocular nerves and muscles are very sensitive, and may be exposed to severe inflammation and strain by overwork. Greater demands are now made upon the eyes of both children and adults than formerly. New employment, new amusements, new fashions, increase the exactions laid upon these sensitive and delicate organs. Where a child was formerly doped with drugs for nervous and muscular troubles he is now cured with glasses.

EXAMINATION FREE.

Interesting.

Two Kinds of Java.

There are two kinds of Java Coffee—the genuine Old Government Java and the other kind.

The Old Government Java crop is sold annually at auction by the Dutch Government—and it has never been so high in price as it is this year. The other Java coffee has never been so cheap.

We are selling the best Old Government Java, plain or blended with Arabian Mocha, at 40 cents a pound. When you pay less you get the other kind. Which will you have? "You're safe at Jeyne's."

Attractive.

Beer Steins.

Linger a moment with this interesting collection of beer steins specially imported from the fatherland. There's good cheer in their designs and inscriptions.

German beer steins—metal lid—59c and 70c apiece.

German beer steins—bicycle pattern—$1 each.

Beer steins—showing German garden scenes—$1.35 each.

Naval beer steins—likenesses of naval heroes shown in the bottom—$1.75 each.

Finest German beer sets—seven steins—the choicest of the choice stone pottery—showing garden scenes and persons in bas-relief—fancy metal covers—$16.50, $19.50 and $21.50 a set.

ATTRACTIVE PRINTING

SLOVENLY PRINTING is a confession of bad taste and lax business methods. Everything a merchant sends out of his establishment in the way of printed matter reflects his methods. There is no excuse for any man not having good printing. Printed literature must attract before it is read—unsightly printing never attracts. Our work is peculiarly attractive by its distinctiveness in style and its individuality. We all like individuality, it makes strong impressions. It appeals to everybody. This is a strong feature of our work. A trial will convince you that all we say about it is true. We print anything from a postal card to a book.

AN OFFER

We will furnish 1,000 elegantly printed and arranged eight-page booklets, 3½ x 5 inches in size, fine quality of paper, any color of ink, wire stitched, printed from your own copy for ten dollars—five thousand booklets for $26. If we are to write this copy for your approval there is a moderate additional charge. Illustrations are extra also.

PRINTERS' INK PRESS

10 Spruce St., N. Y. City

June 8 1901

MAY 22 1901

THE American Newspaper Directory

Gives a brief description of each place in the United States and Canada in which newspapers are published, with the population, railroads, local industries, name and location of county, etc., etc.

Gives the names of all Newspapers and other Periodicals.

Gives the Politics, Religion, Class, Nationality, etc.

Gives the Frequency of Issue.

Gives the Editor's and Publisher's name.

Gives the Subscription Price.

Gives the Date of Establishment.

Gives the Circulation—present, as well as for a series of years past, thus enabling an advertiser to determine the probable future.

Gives a separate list of all papers rated in the body of the book with a circulation of over one thousand.

Gives a separate list of all newspapers issued on Sunday with a circulation of over one thousand.

Gives a list of all Class Publications (Religious, Agricultural, Mineral, Trade, in Foreign Languages, etc.), with a circulation of over one thousand, and a complete index to each class.

Also contains other valuable tables and classifications.

With a copy of THE AMERICAN NEWSPAPER DIRECTORY to guide him, the judicious advertiser may decide with accuracy what papers he may use to his best advantage. It also serves the purpose of a gazetteer, as it gives a commercial survey of all the important cities and towns in the United States and Canada.

Revised and Issued Quarterly—a Handsomely, Solidly Bound Volume, $5.00 per quarter, or $20 per year, delivered free within the United States.

GEO. P. ROWELL & CO.,
Publishers,
10 Spruce St., New York.

LIBRARY OF CONGRESS
0 021 048 270 2